

ob mag

SUMMER
2015 ISSUE 52



MUSE: Irina Esteller
Photo by David Santacruz

THE COVER



MUSE: Iria Esteller
Photo by David Santacruz

Muse: Iria Esteller@BCN Talents

Stylist: Sergio Serrano

Make up & Hair: CArmina Ponts

Photography by David Santacruz Gonzalez

Blog. Selected content around internet

Pinteresrt. Our style in one sight

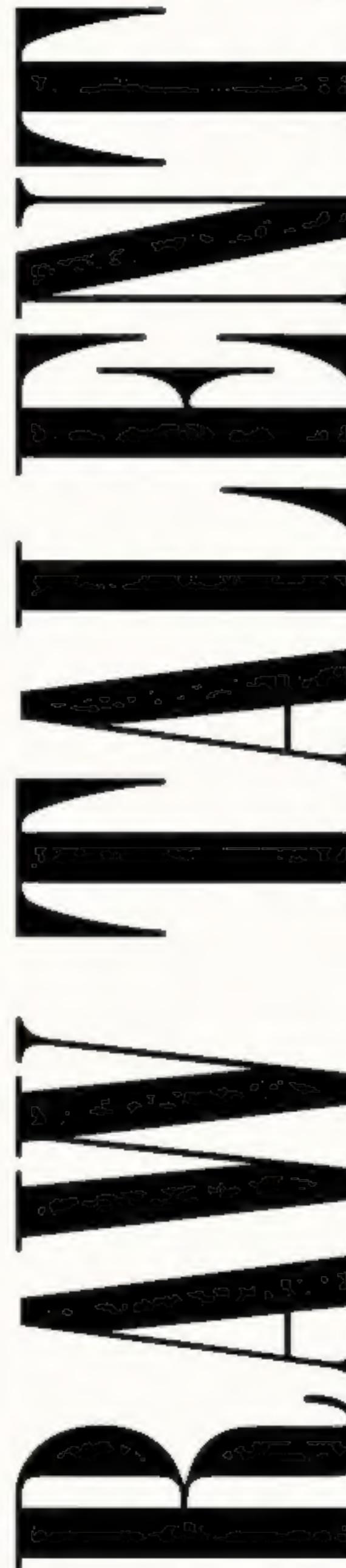
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for.



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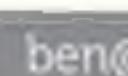
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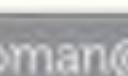
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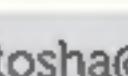
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wuggable



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DIESEL

Capa ZARA
Vestido Placi design





team

Muse: InaEsteller@BCN Talents
Stylist: Sergio Serrano
MUA&H: Carmina Ponts
Assitants: Patricio Rivera & Oriol

Sujetador LA PERLA
Top ASOS
Bikini MANGO



Top ZARA
Pantalón SUITE BLANCO



Top H&M
Falda Vintage
Sujetador Women secret



Falda ASOS
Top Intimissimi
Blusa H&M
Zapato GUESS





Gorro vintage
Vestido Placi design





#DIESELHIGH

A color photograph of a man and a woman on a beach. The man, in the foreground, is wearing a white button-down shirt and blue jeans, sitting in a blue beach chair. He is looking towards the woman. The woman, in the background, is wearing a white, off-the-shoulder, knee-length dress and is looking back at him. The background shows a bright, sandy beach under a clear blue sky.

DIESEL



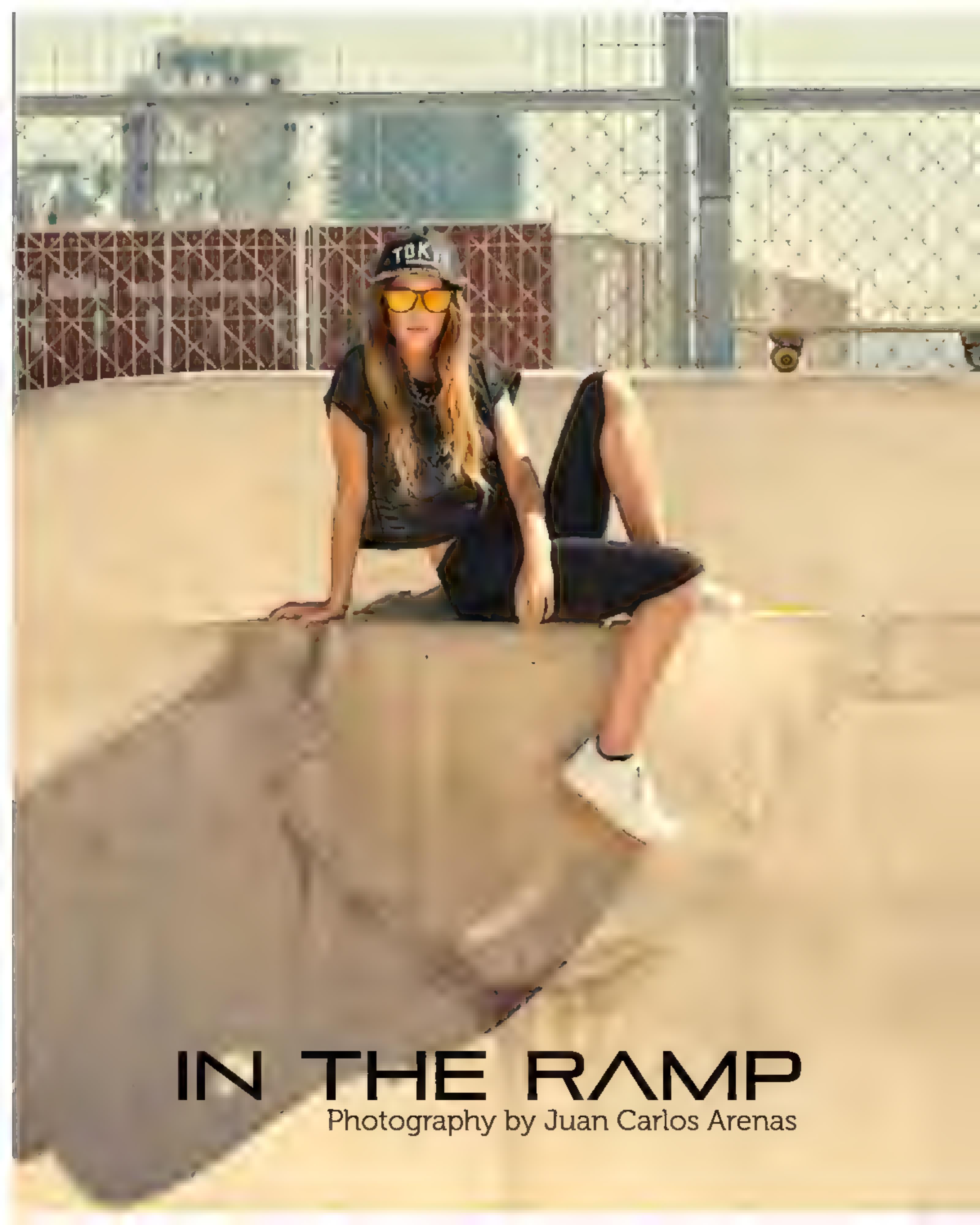
Julie Petelle

Made by Julie Petelle



Lew

Made by Lewis Hughes-Batley



IN THE RAMP
Photography by Juan Carlos Arenas

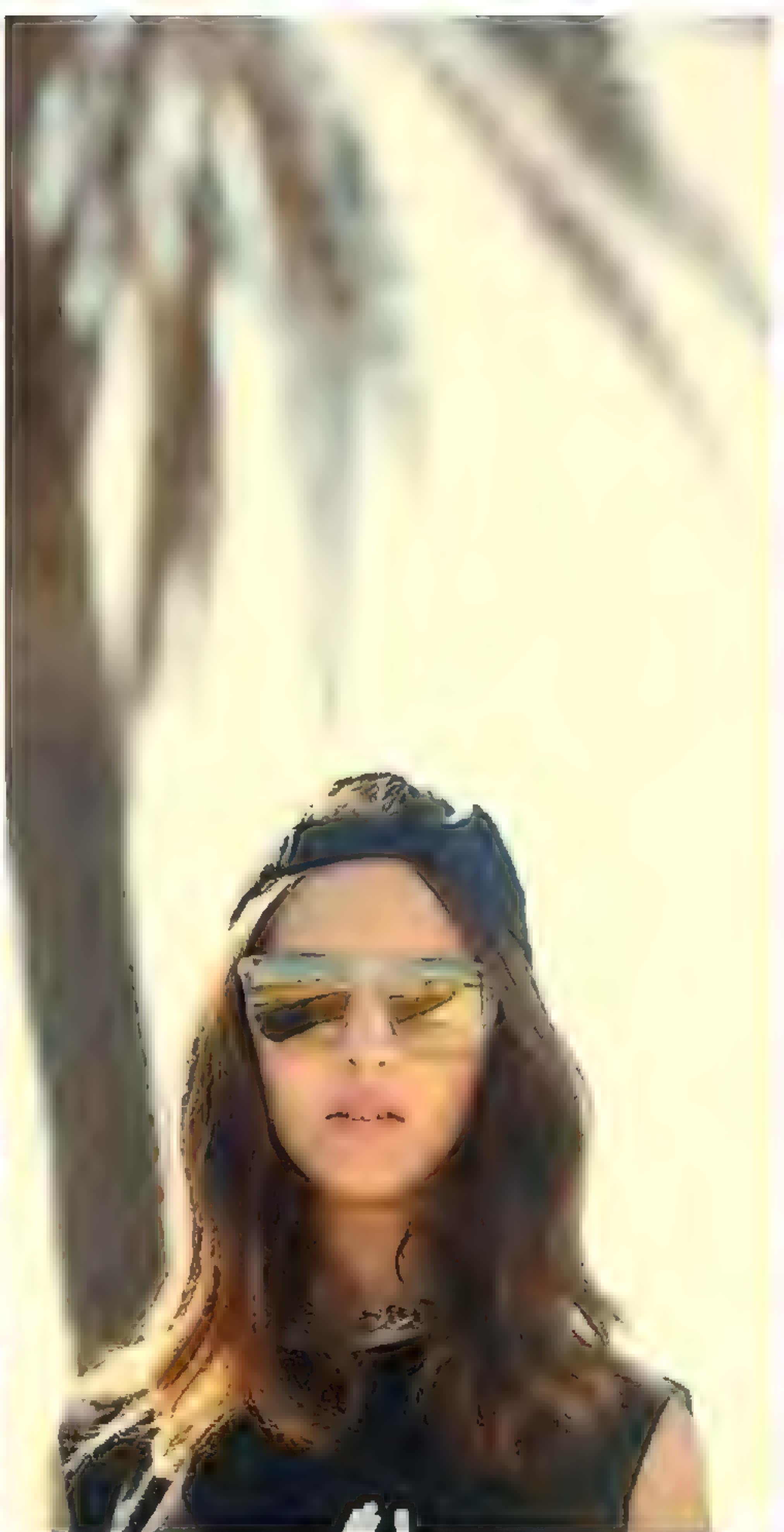
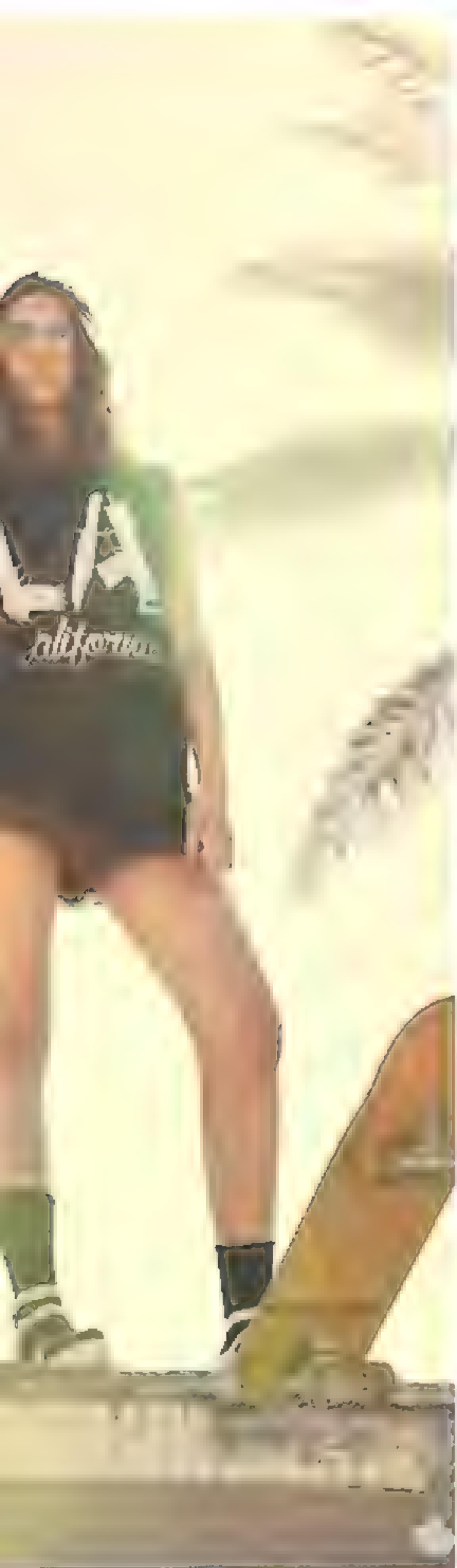


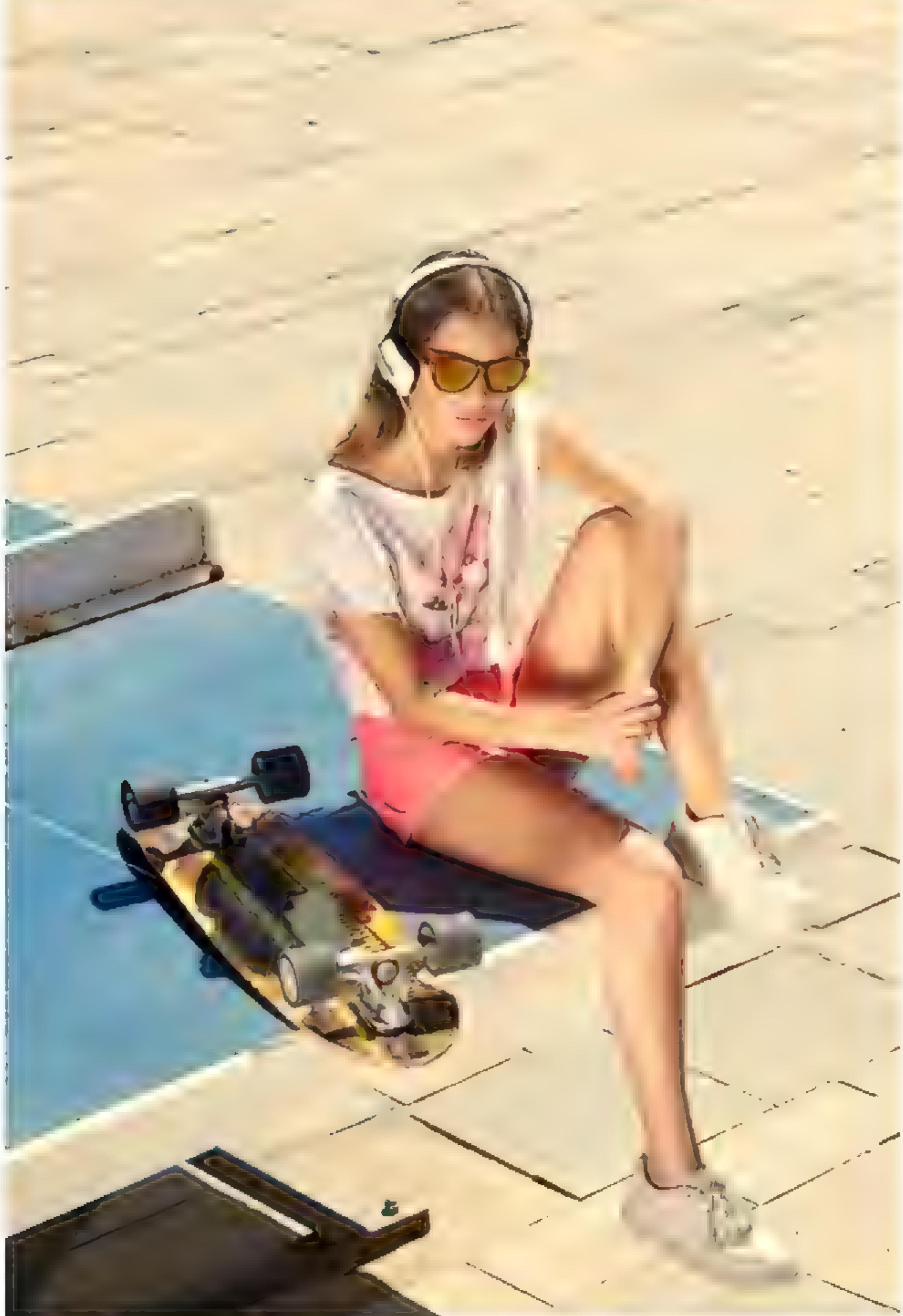
team

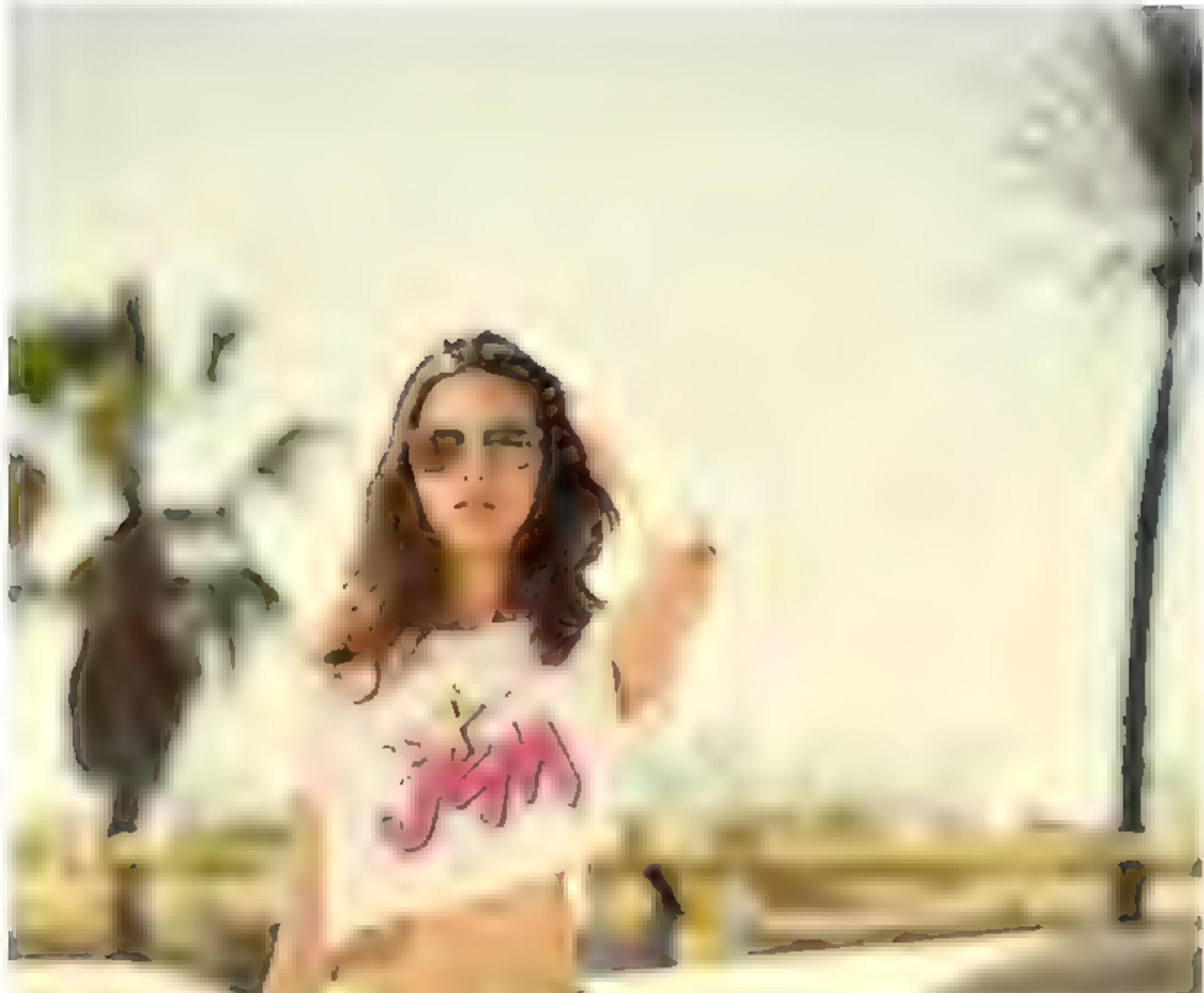
Muse: Farnes@BCN Talents
Andrea@Salvador Models
Stylist: Elisabeth Merino
MUA&H: Edson Terán
Assistans: Adriana Arenas
Francisco Gonçalves

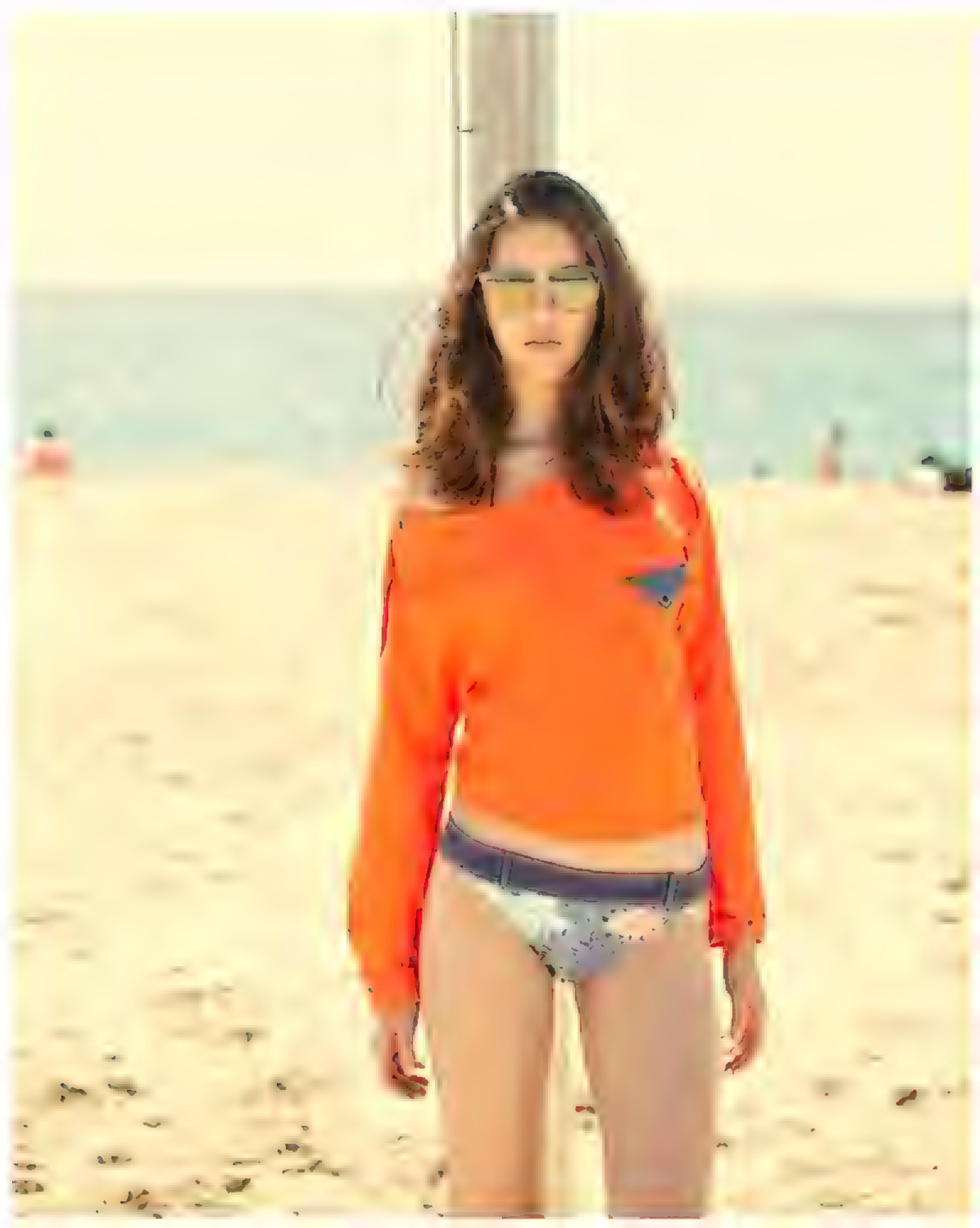
Wardrobe courtesy of COSHOP















Andrea Peñaranda

Made by Andrea Peñaranda



BESS

Made by Bess





Photography by Natal Danina



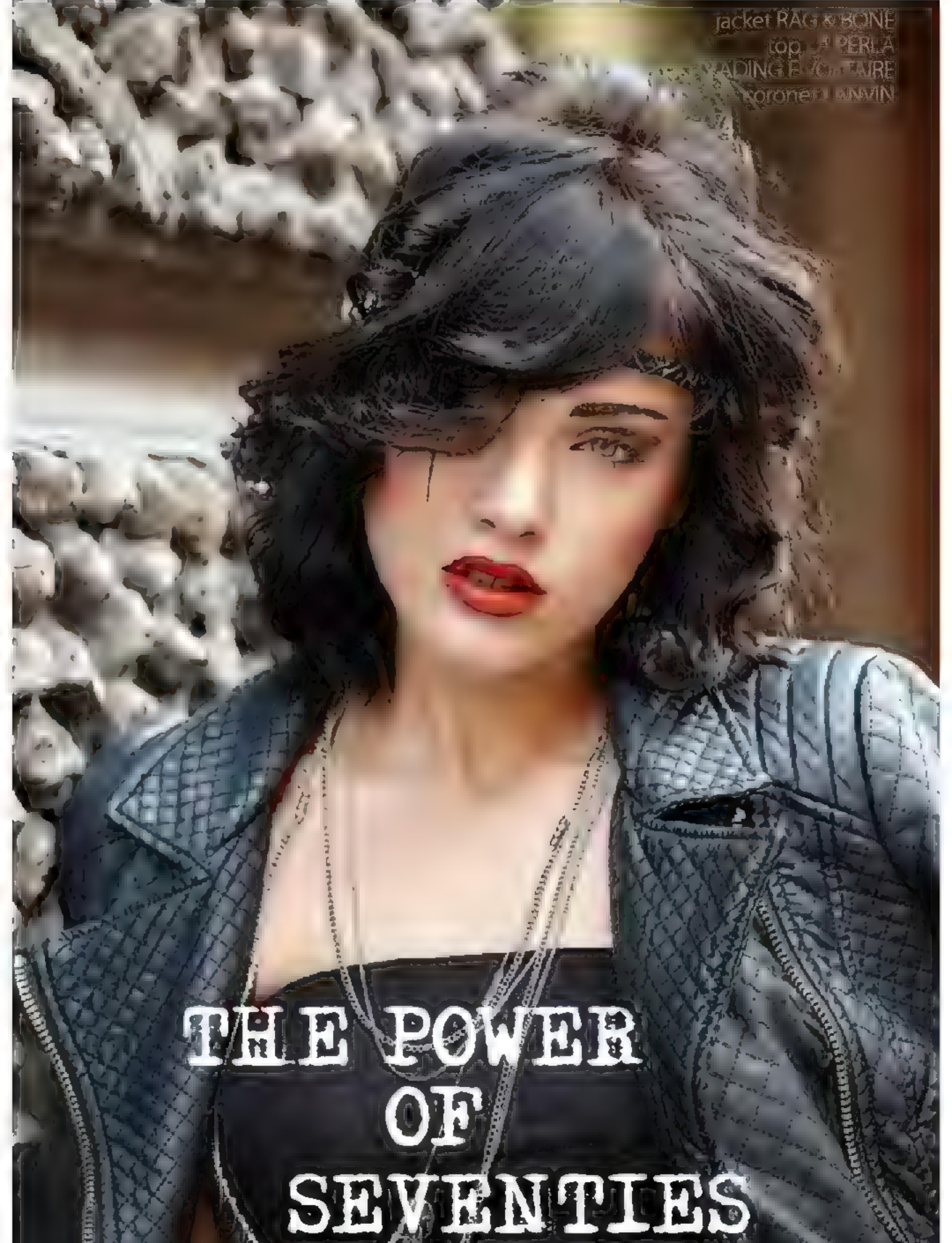


K PHOTO PRODUCTION



M.A.C.

jacket RAG & BONE
top ALEXANDER MCQUEEN
skirt ADAM LIPPES
shoes JEFFREY CAMPBELL
coronet JENNIFER HENRY



THE POWER OF SEVENTIES

Photography by Federico Barbieri





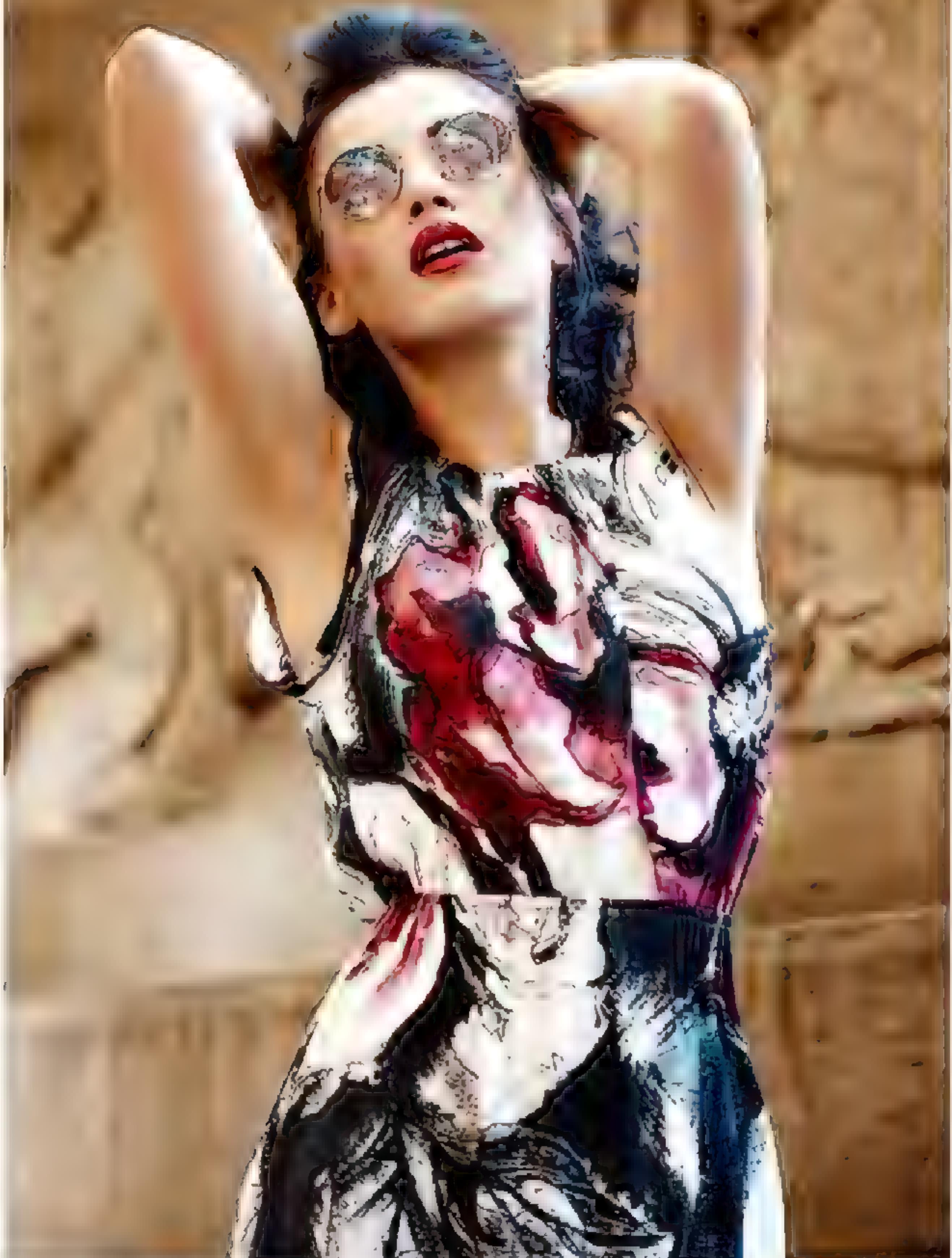


TOP: DRIES VAN NOTEN
Jeans: BANANA REPUBLIC
Shoes: GUESS
Sunglasses: CHEAP MONDAY
Sunglasses: GUCCI
Bag: VALENTINO

top DR ES VAN NOTEN
jeans CAVALLI
foulard GUCCI.



sunglasses LE SPECS
dress TOP SHOP
lipstick ARMANI





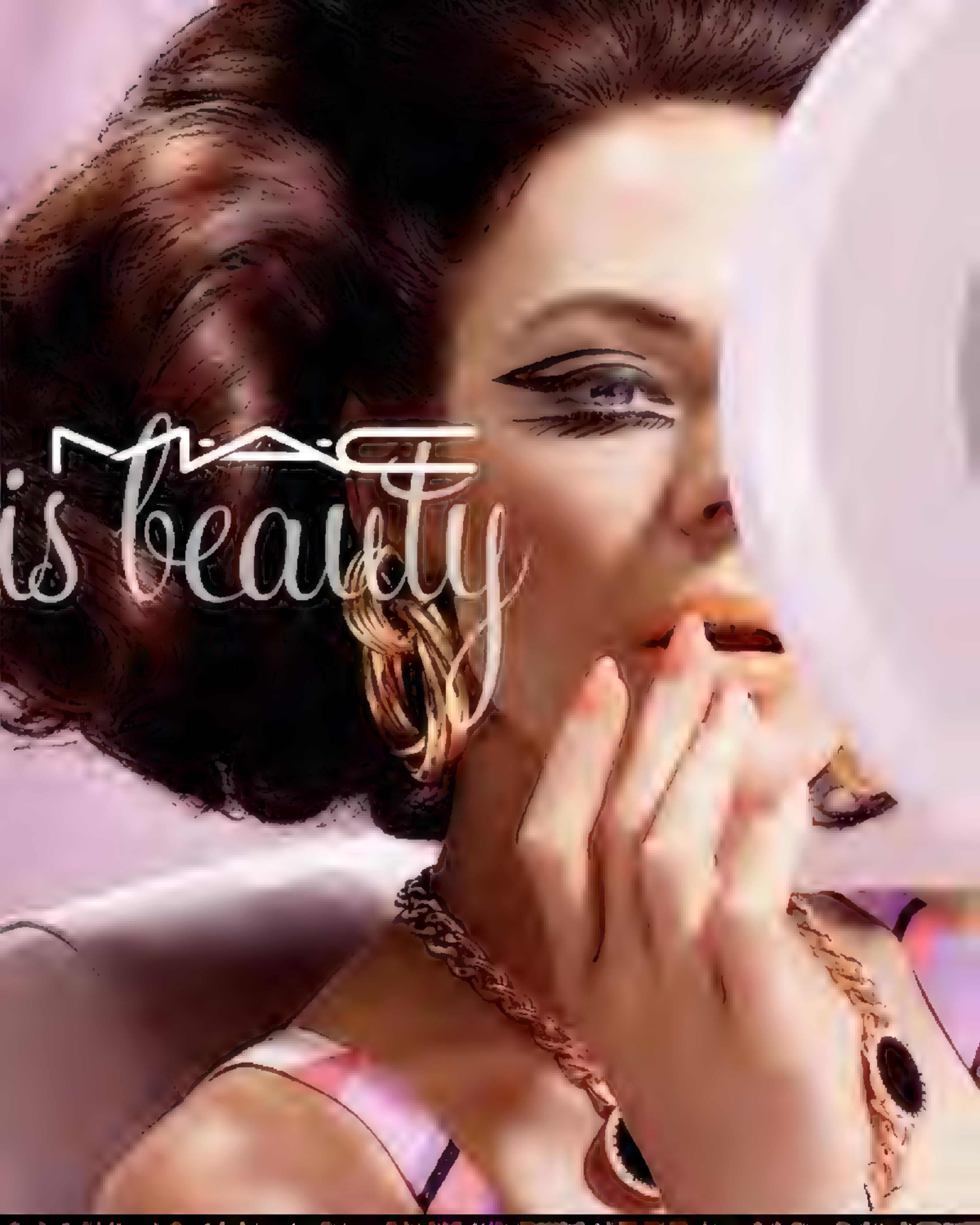
foulard ERDEM
dress MONKI
jeans NASTY GAL
scarpe VERSACE



foulard ETRO
dress ANTPODUM







is beauty

MAC

bolero jacket: atelier "Le Gallinelle"
shirt "Prey of London"



bustie "La Perla"
tie "Sartoria Italiana"

team

Muses: Margo Cara
Malgorzata Moksecka
Elena Santamatilde

Mua & Hair - Francesca Petrangeli

Stylist - Stefano Fepa

white short "H&M"
bustle. "Dolce&Gabbana"





blazer: "Zara"

Body with pearls and paillettes: atelier "Le Gallinelle"

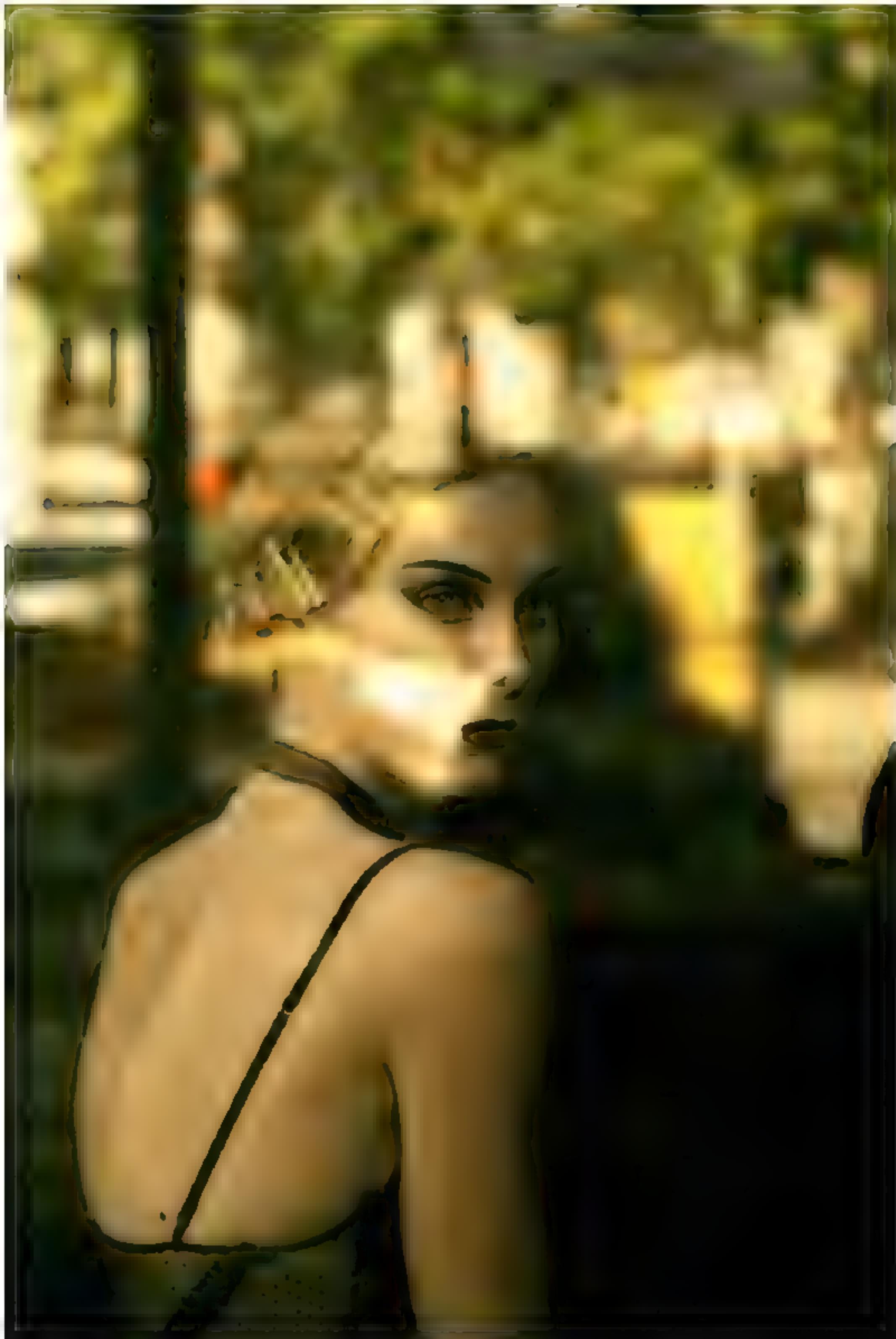
photo shirt "Zara"
jacket "Vintage"
bod, transparent "La Pera"
sheer stockings "Calzedonia"





underwear "Intimissimi"
jacket "Raf Simons"
neer stockings "Caledonia"





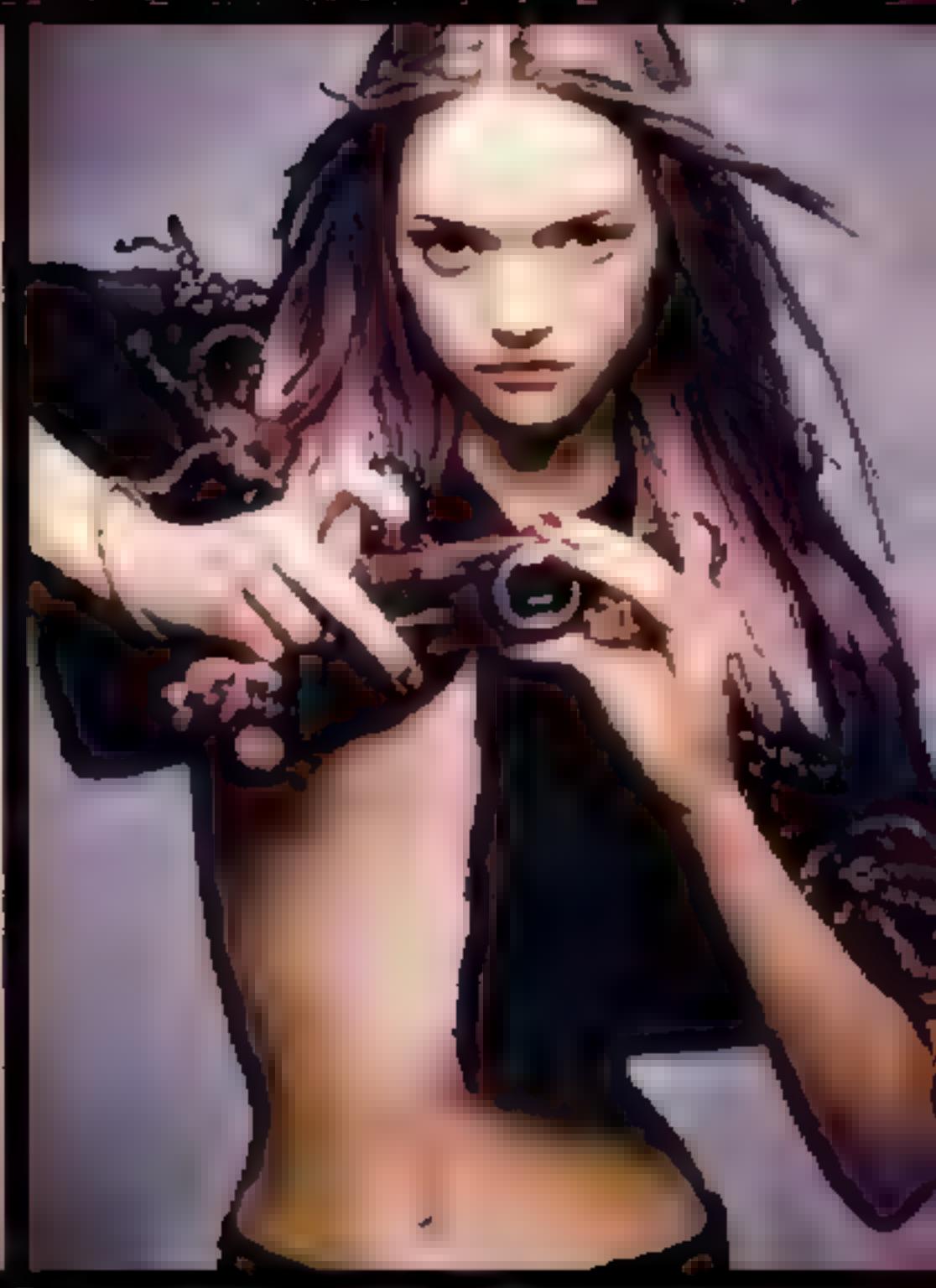
bustie: "La Perla"
tie: "Sartoria Italiana"



talents fan club

GWGWGWGWGWGWGWGWGWGWGW

GENNAIWARD



Gemma Louise Ward

3 November 1987 (age 27)

Perth, Western Australia, Australia

Height 5 ft 9.5 in (1.76 m)

Hair color Blonde

Eye color: Blue

Measurements (US) 34-24-34; (EU) 82-61-89

Dress size (US) 4 EU (36)

Shoe size (US) 8; (EU) 40

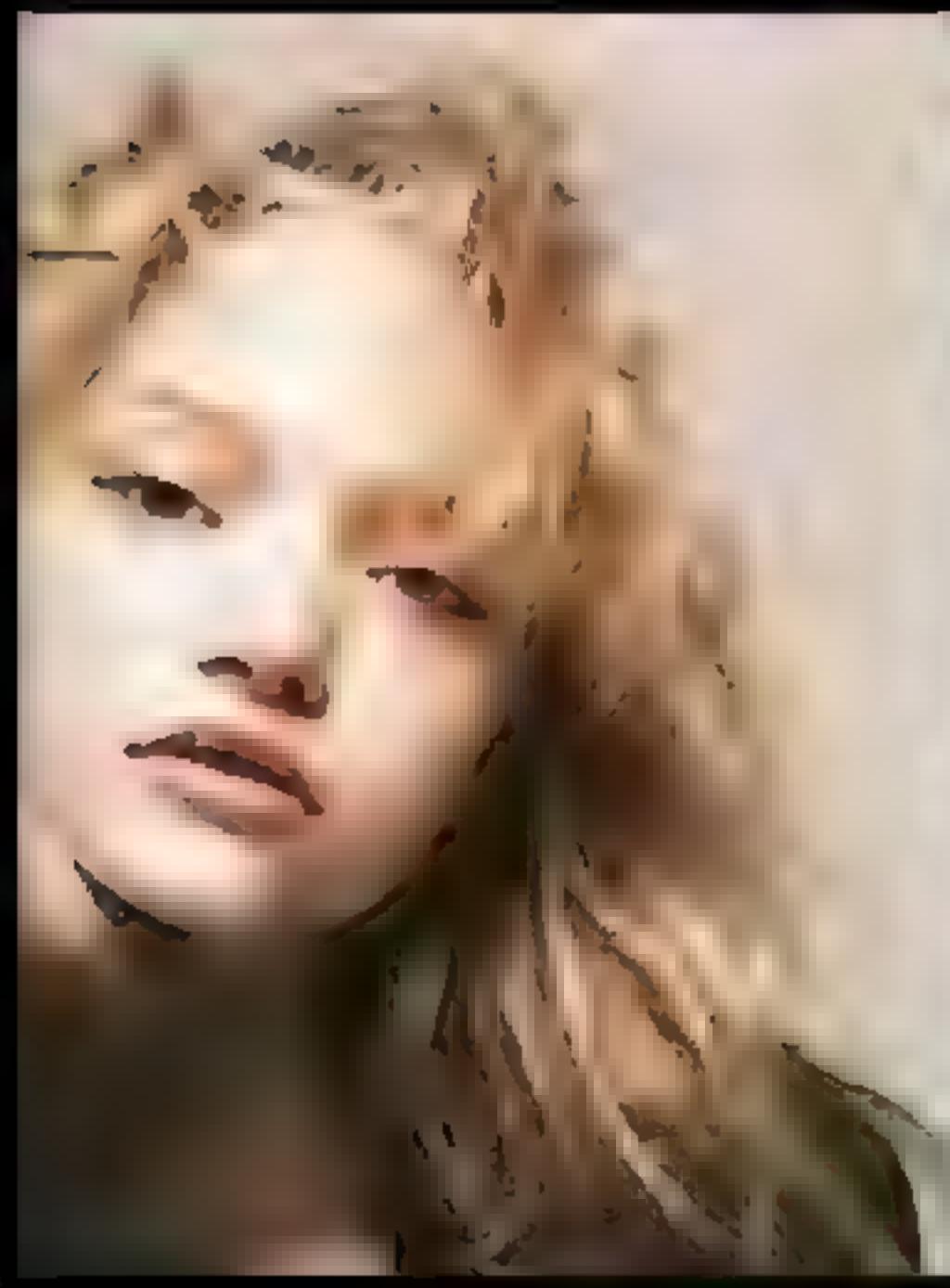
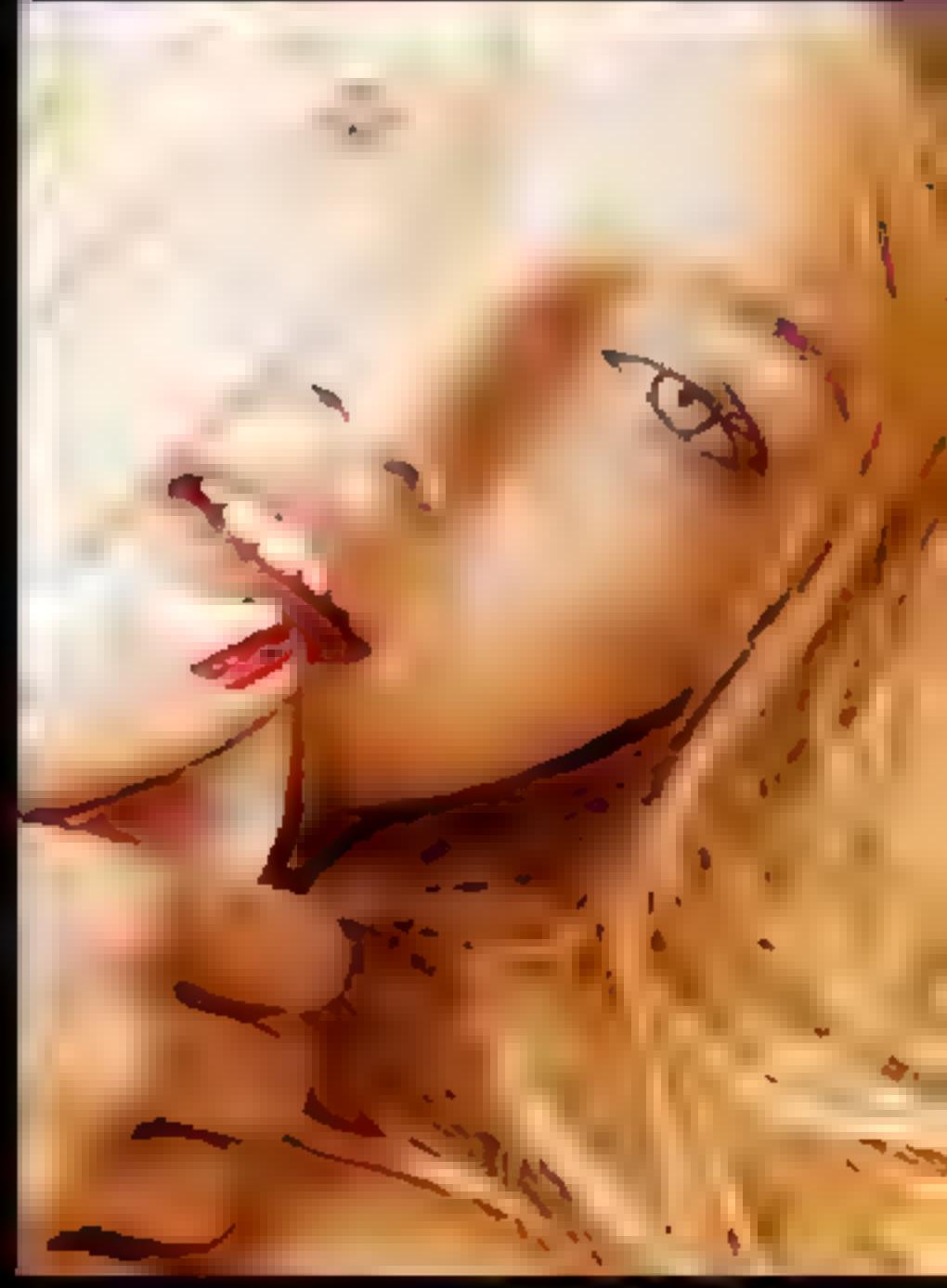
Manager:

IMG Models, Sydney

IMG Models, New York

Why Not Model Agency, Milan

MY Model Management, Korea





Gemma Ward was born on 3 November 1987 in Perth, Western Australia, the second of four children of Gary Ward, a doctor, and Claire, a nurse. She has an older sister, Sophie (who also became a model), and younger twin brothers, Oscar and Henry. She was educated at the Presbyterian Ladies' College and Shenton College. Gemma was the family clown whose ambition was acting. Her passion for acting was born in 1997, when she was cast as the witch in a school play of *Hansel and Gretel* at age ten.

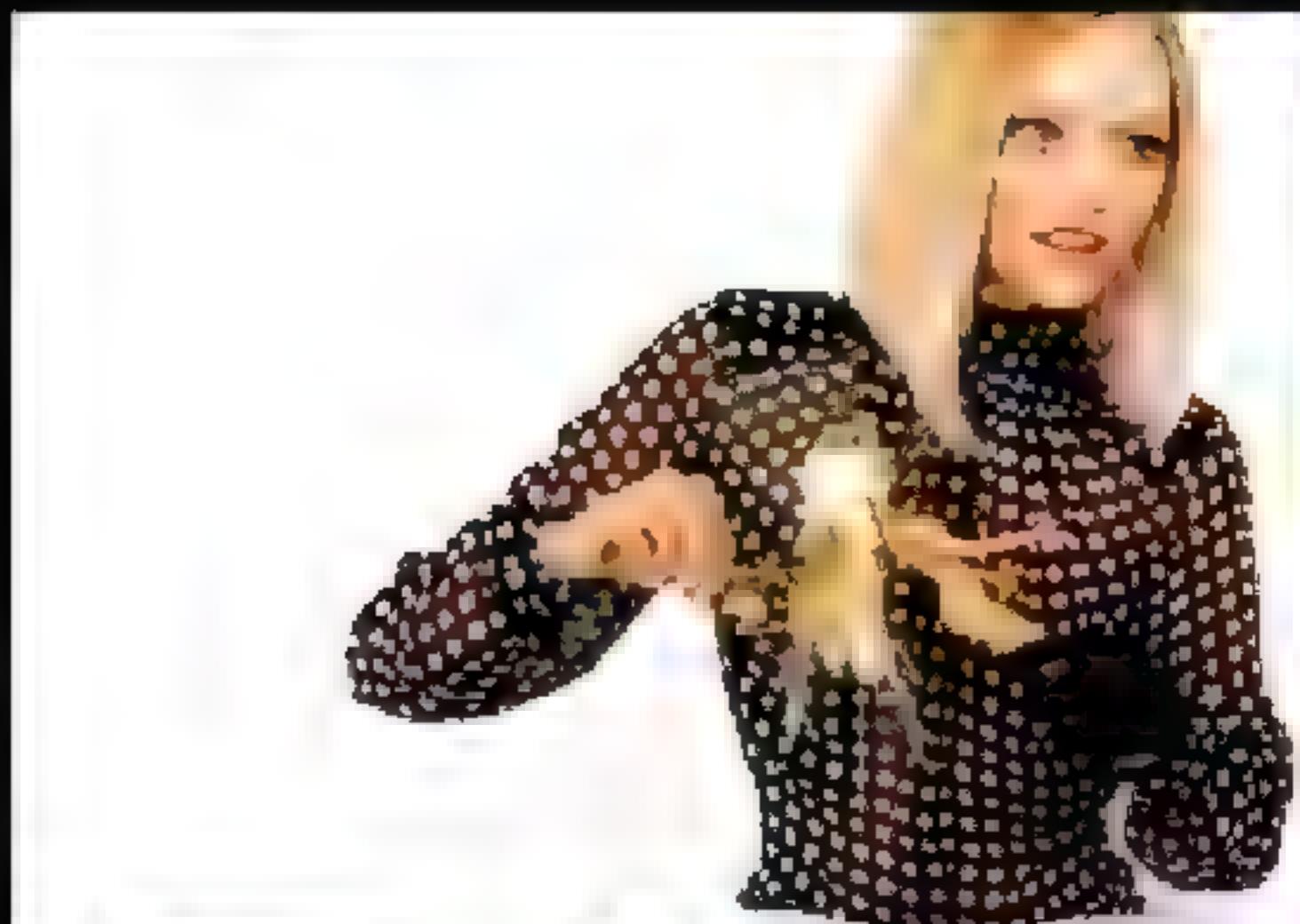
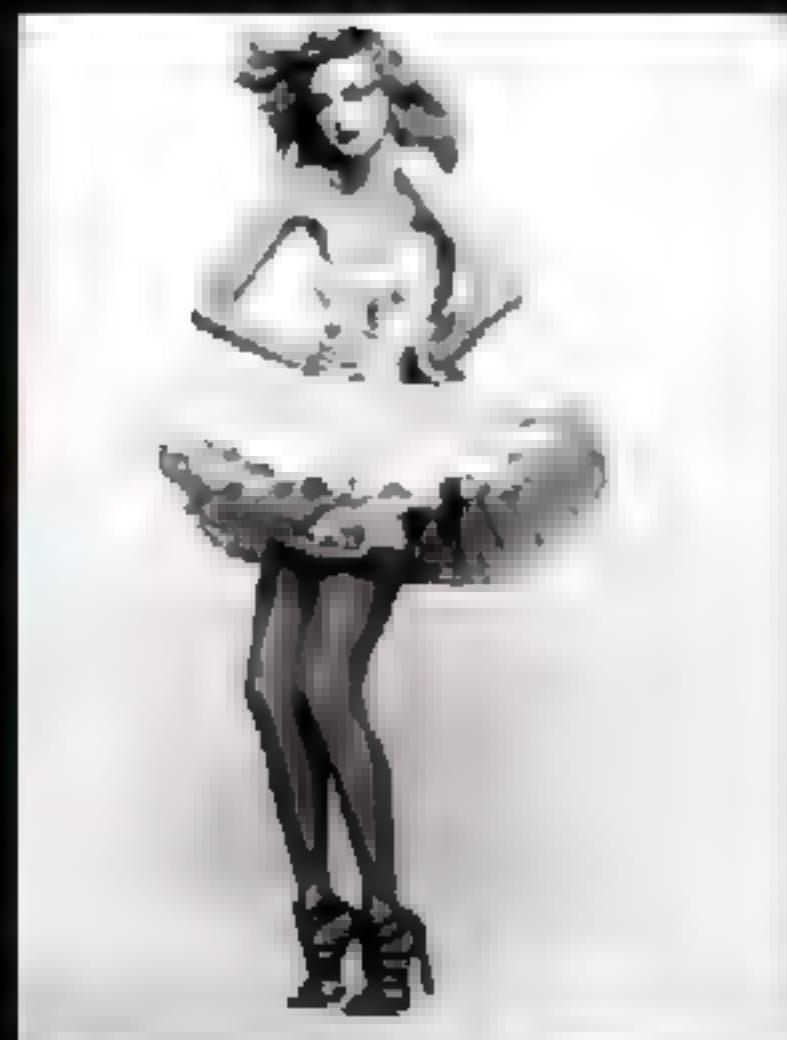
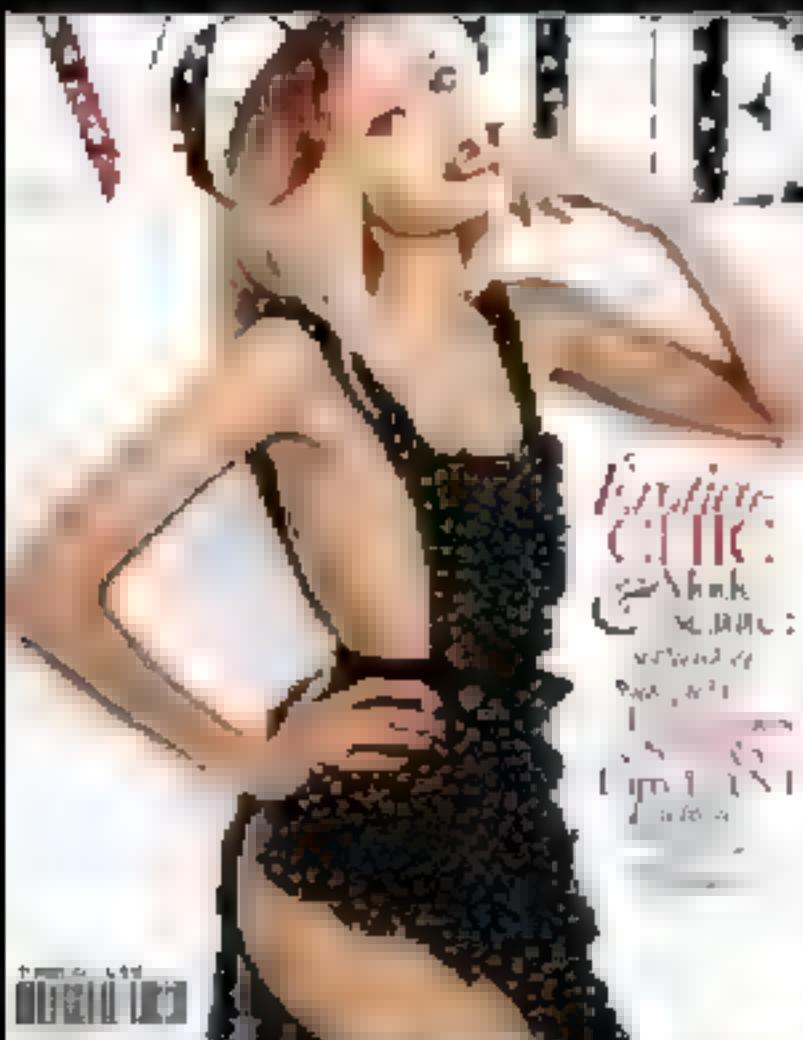
Ward's brush with modeling was an accidental one. She was discovered in 2002, at the age of fourteen, while accompanying her friends to the Australian modelling competition Search for a Supermodel. As she said in a *Teen Vogue* interview, she ended up being scouted herself.

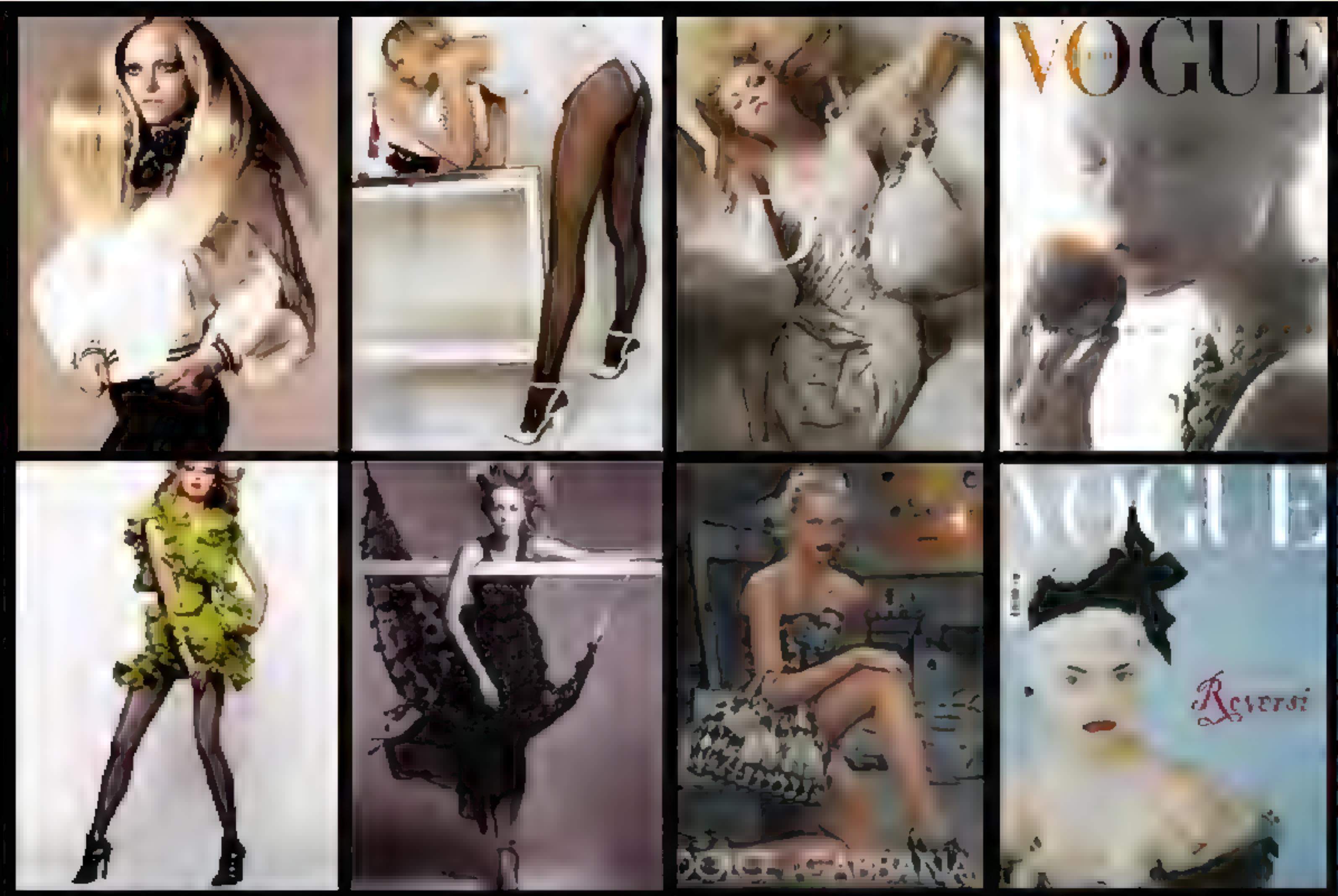
I had come straight from my auntie and uncle's farm, and I was wearing this too-gross barn jacket with mud all over it. When the scout came up to me, I said, 'No, thank you.' They forged my mum's signature [for mandatory parental consent] and pushed me in front of the cameras.

Ward didn't win the competition, but her fragile, unique look got the attention of a spotter from Vivien's Model Agency, who saw her potential and made a show reel. This show reel then landed on the desk of ace model scout David Cunningham from the New York City agency IMG. "Look how confident she is. I mean, she looks like she's been doing this for years, and she's a 15-year-old girl walking in an alleway in Perth."



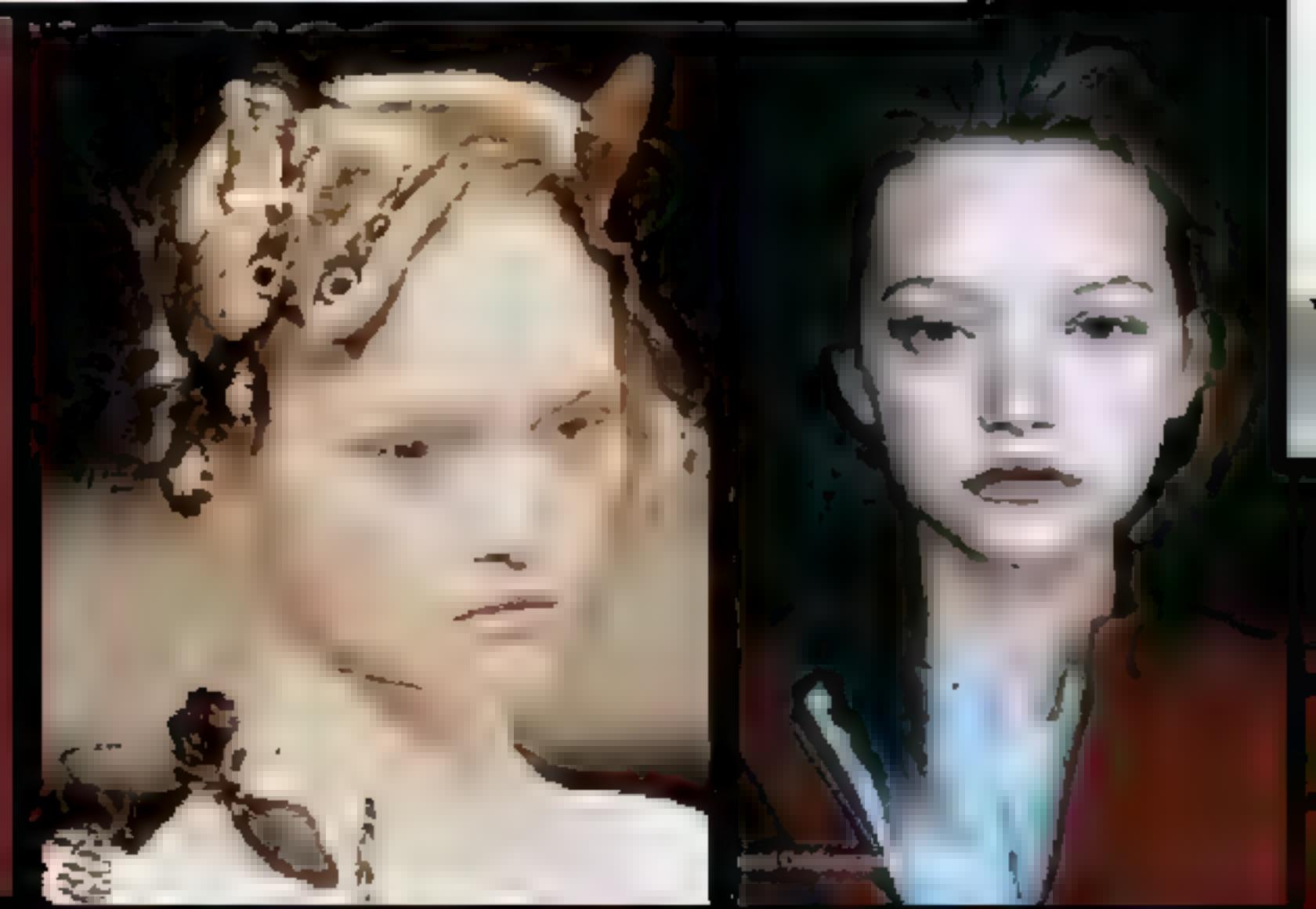
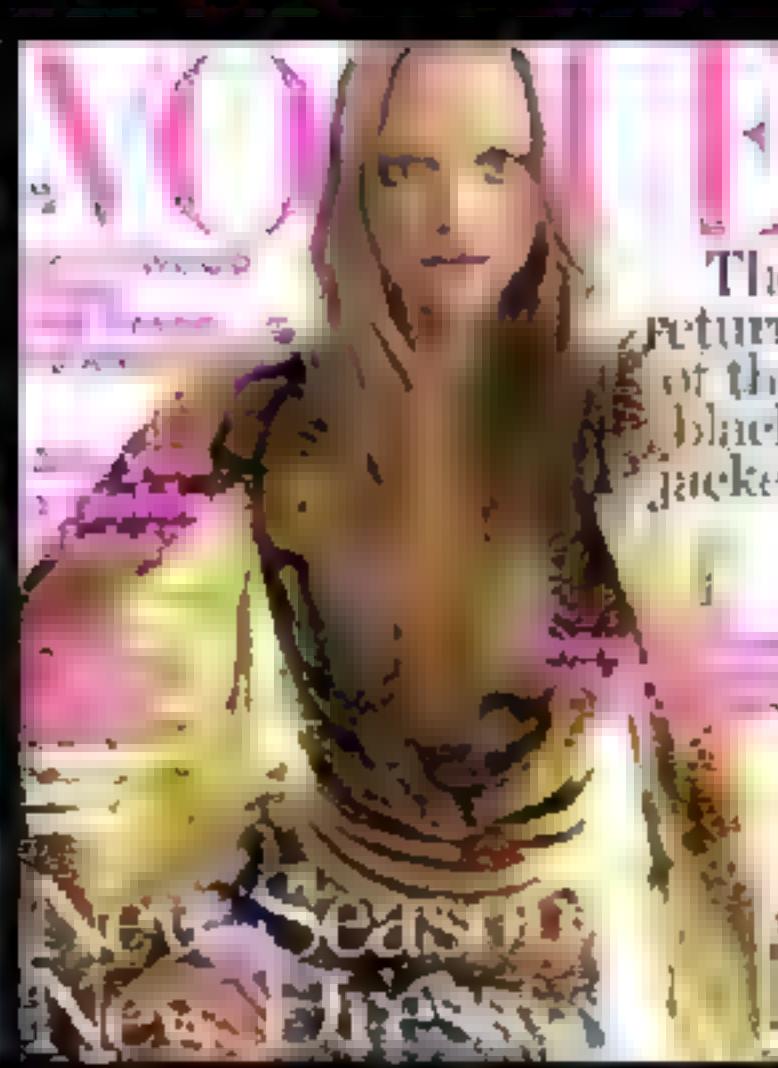
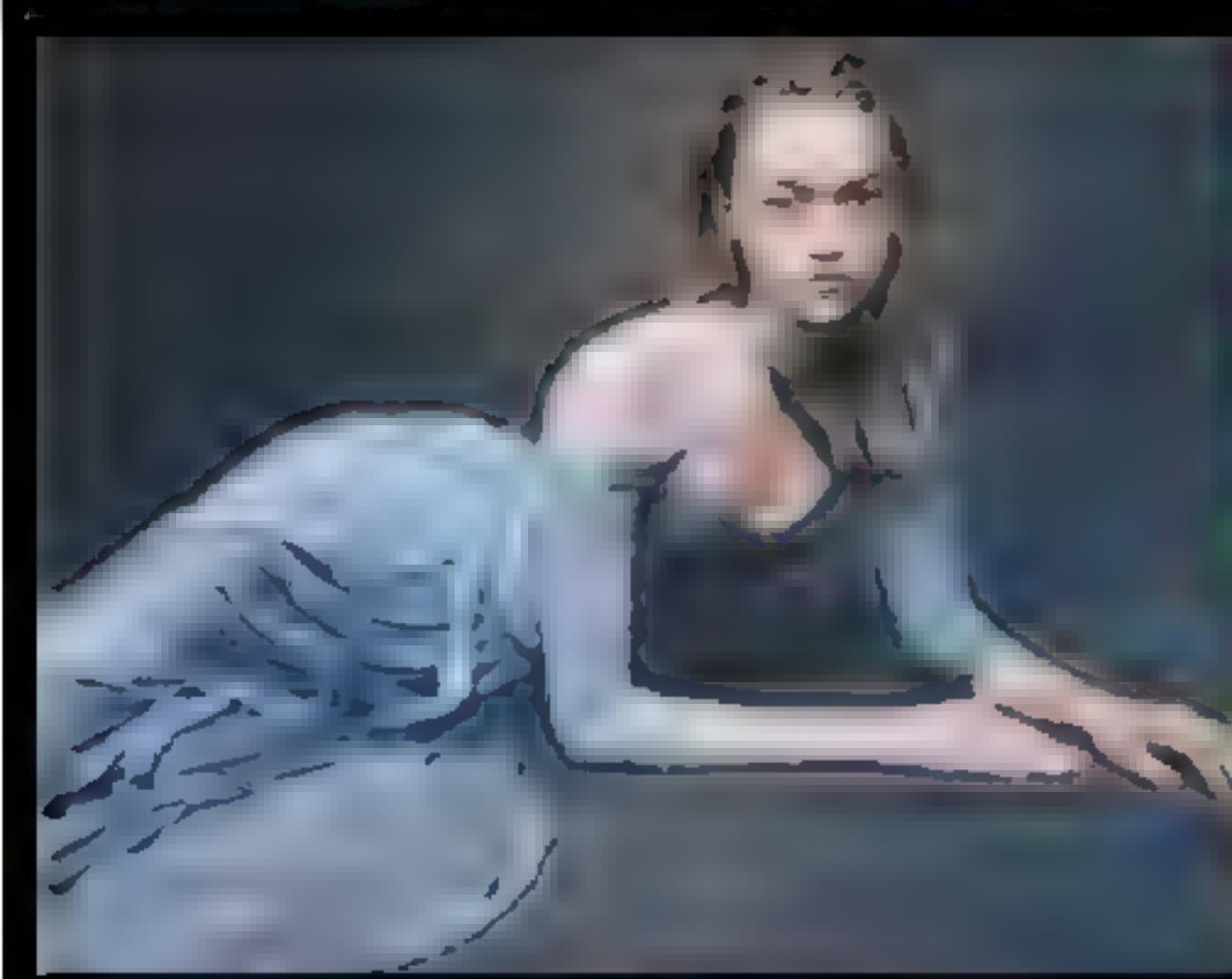
At 15 Ward made her Australian Fashion Week debut in May 2003. Within a year, she was in Italy meeting Prada designer Miuccia Prada. Her look inspired a new generation of baby doll-like models such as Ylada Honzikova, Heather Marks, Lily Cole, and Lisa Cant. In September 2004 at only sixteen, Ward became the youngest model to appear on American Vogue photographed by Steven Meisel as one of the nine "Models of the Moment" with Daria Werbowy, Natalia Vodianova, Gisele Bündchen, Isabeli Fontana, Karolina Kurkova, Liya Kebede, Hana Soukupova and Karen Elson. By the end of the year, Ward had graced the cover of Australian Vogue three times, British Vogue, Vogue Paris and Vogue Japan. Ward then graced the Spring 2005 cover of TIME Magazine's Style & Design issue. In September 2005, Ward secured a coveted place on the inaugural cover of Vogue China posing between Chinese models Du Juan and Wang Wenqin and was shot by leading photographer Patrick Demarchelier. A staggering 300,000 copies sold in the first three hours "She is every inch blue chip," Vivien's agent Suzie Deveridge said. "Right now she's considered the No. 2 model in the world—and she isn't even 18 yet." By 2006 Ward became Australia's brightest fashion star since Elle Macpherson. At the age of 18, Ward became the first model ever to appear on the cover of Teen Vogue magazine. In Allure magazine (October 2006), Ward is described as "the model of the moment." Allure's creative director Paul Cavaco stated: "We went through a period that was very va-va-voom, but now the pendulum has swung back. Gemma is ethereal, not earthy." Photographer Michael Thompson says, "She's an exotic blonde, the rarest of creatures."

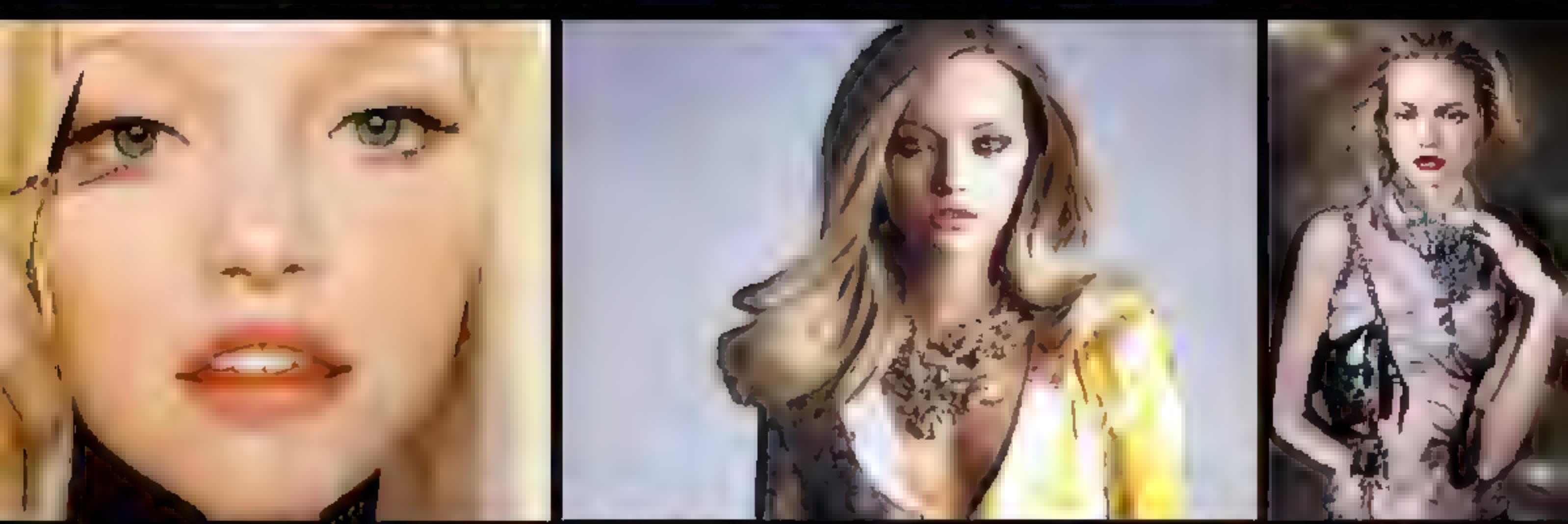




GENNIA WARD





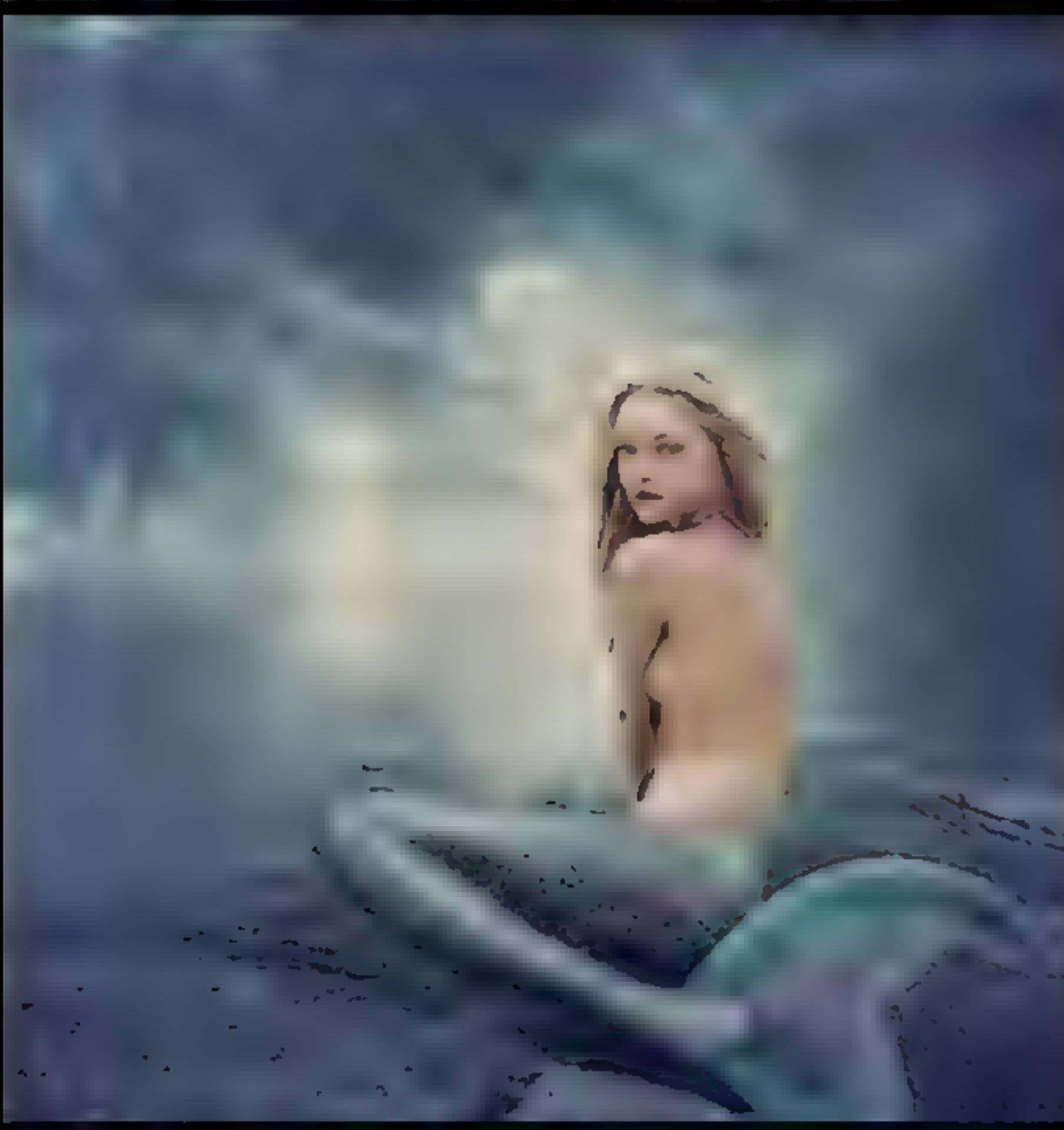
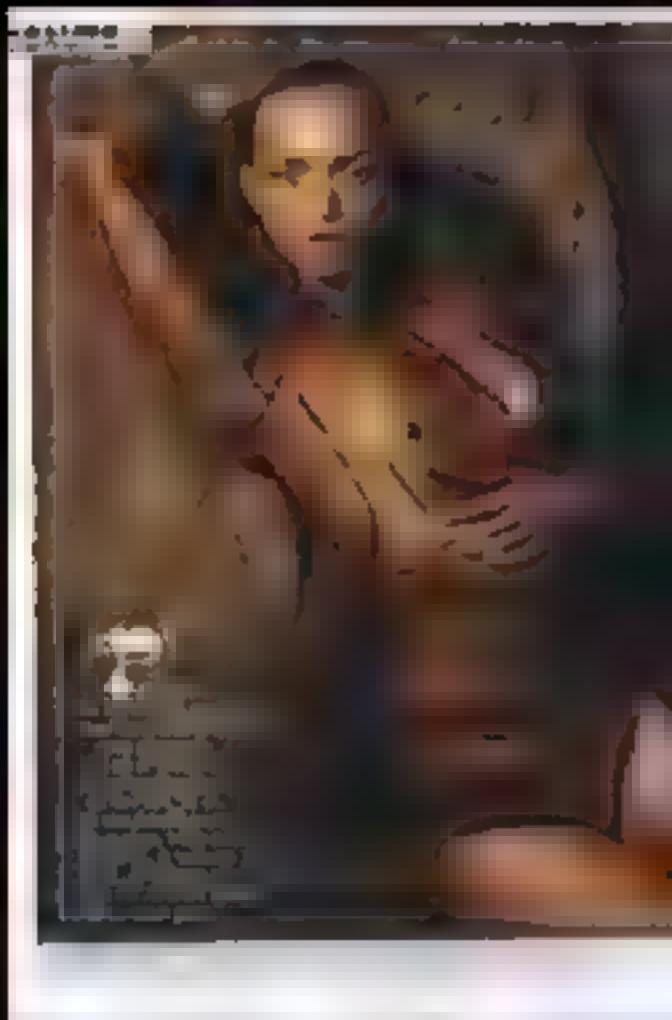
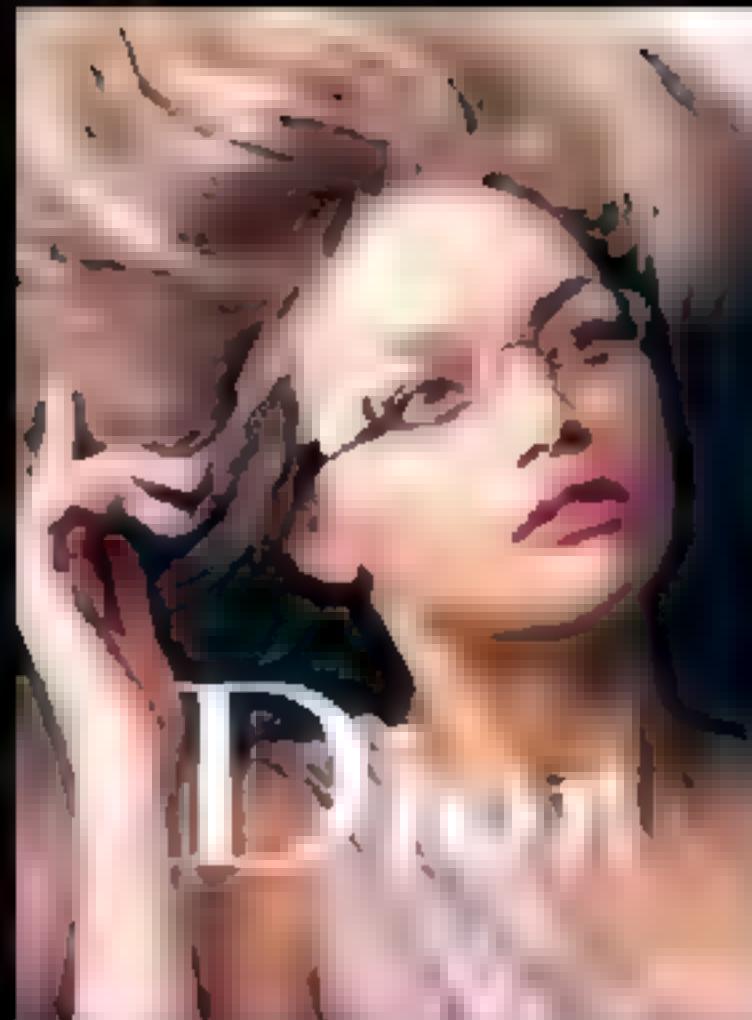
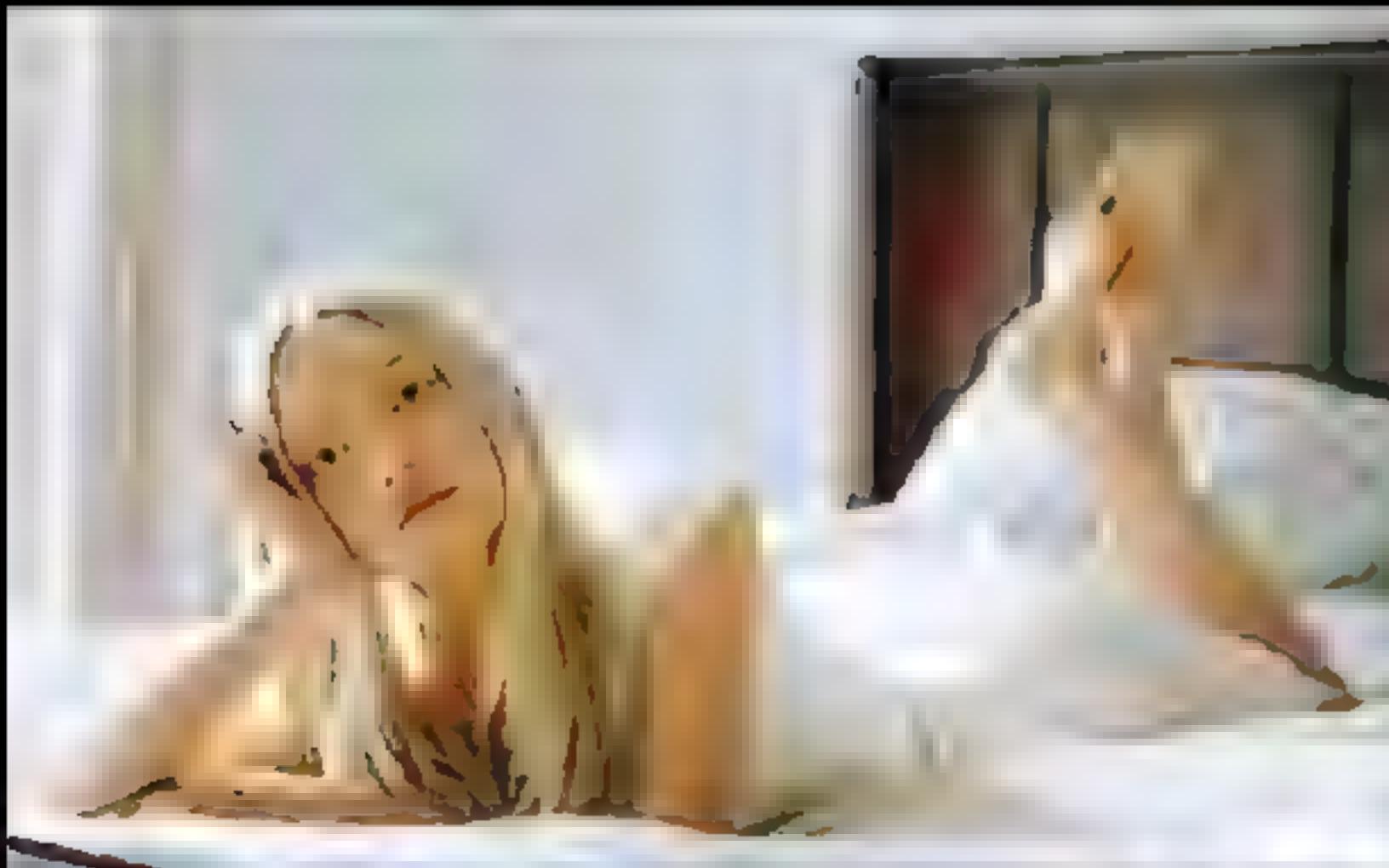


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GENNIA WARD

GENIVA



WORLD



In 2013, Ward signed with IMG Models Australia, prompting rumours of a modelling comeback.

Return to the Runway, 2014-present

On September 18, 2014 Ward returned to the runway at the spring/summer 2015 Prada show during Milan Fashion Week. In December, Ward appeared on the 55th Anniversary cover of Australian Vogue and along with a 40th anniversary campaign for Country Road, was announced as the face of Prada's Spring/Summer 2015 campaign. In April 2015, Ward made her runway return to Australian Fashion Week, walking for Ellery. Ward also became the Australian ambassador for Coca-Cola Life.

Ward has long aspired to pursue acting and drama is a passion that she has held since she was a child. She starred alongside Toni Collette and Rhys Wakefield in Australian director Elissa Down's film *The Black Balloon* as the girlfriend of a boy whose brother has autism. *The Black Balloon* had its world premiere at the 58th Berlin International Film Festival in Germany in February 2008, where it received a Crystal Bear as the best feature-length film in the Generation 14plus category. She was also cast opposite Liv Tyler in the suspense thriller *The Strangers* as one of the three masked intruders, "Dollface". In the summer of 2009, she took classes at the Stella Adler Studio of Acting in New York. Ward made her international stage debut in 22 March 2011 for the (PTC) Perth Theatre Company's production of *The Ugly One*. The play centres on the modern obsession with physical beauty and the need to resort to plastic surgery. Her star power brought the PTC publicity and boosted ticket sales. Perth Now's Maria Noakes gave Ward positive reviews for her performance.

MTV Networks' *NextMovie.com* named her one of the 'Breakout Stars to Watch for in 2011'. In the summer of 2011, Ward played Tamara, an antagonistic mermaid, in *Pirates of the Caribbean: On Stranger Tides*, opposite Johnny Depp.

Personal life[edit]

In early 2008, Ward was reported to have been seeing actor Heath Ledger after media articles linked the two together at end of 2007 holiday celebrations.

Ward and Heath Ledger first met in November 2007 in New York when Ward had just turned 20. In 2011, in an interview for *The Sunday Telegraph*, Ward confirmed that they had "developed a relationship and we started seeing each other." The two then spent Christmas together in their home town of Perth before returning to New York where Ledger died less than a month later, on 22 January 2008.

Ward and her partner David Letts became parents in early December 2013. Gemma gave birth to a baby girl, whom she named Naia.

Skirt: Thierry Colson
Earrings: Office Bacteria
Rings: NIS
Fur Coat: Bomba&Lola



60's

IN THE AIR

Photography by Sam Ssefa

Coat & Dress: Lan Yu Couture

Sunglasses: Thierry Lasry Courtesy of Marc Lé-

Binan Paris



team

Muse: Judith @ Metropolitan Paris

Stylist: Magna Kovaltchuk

MUA: Masafumi Matsuda

Hair: Aiko Sato

Dress: Manoush

Earrings: Office Bacteria

Heel: Valentino





Shoes: Goldenponies
Bag : Little Sunny Bag
Coat & Dress: Lan Yu Couture

Hat: Petroe NANA

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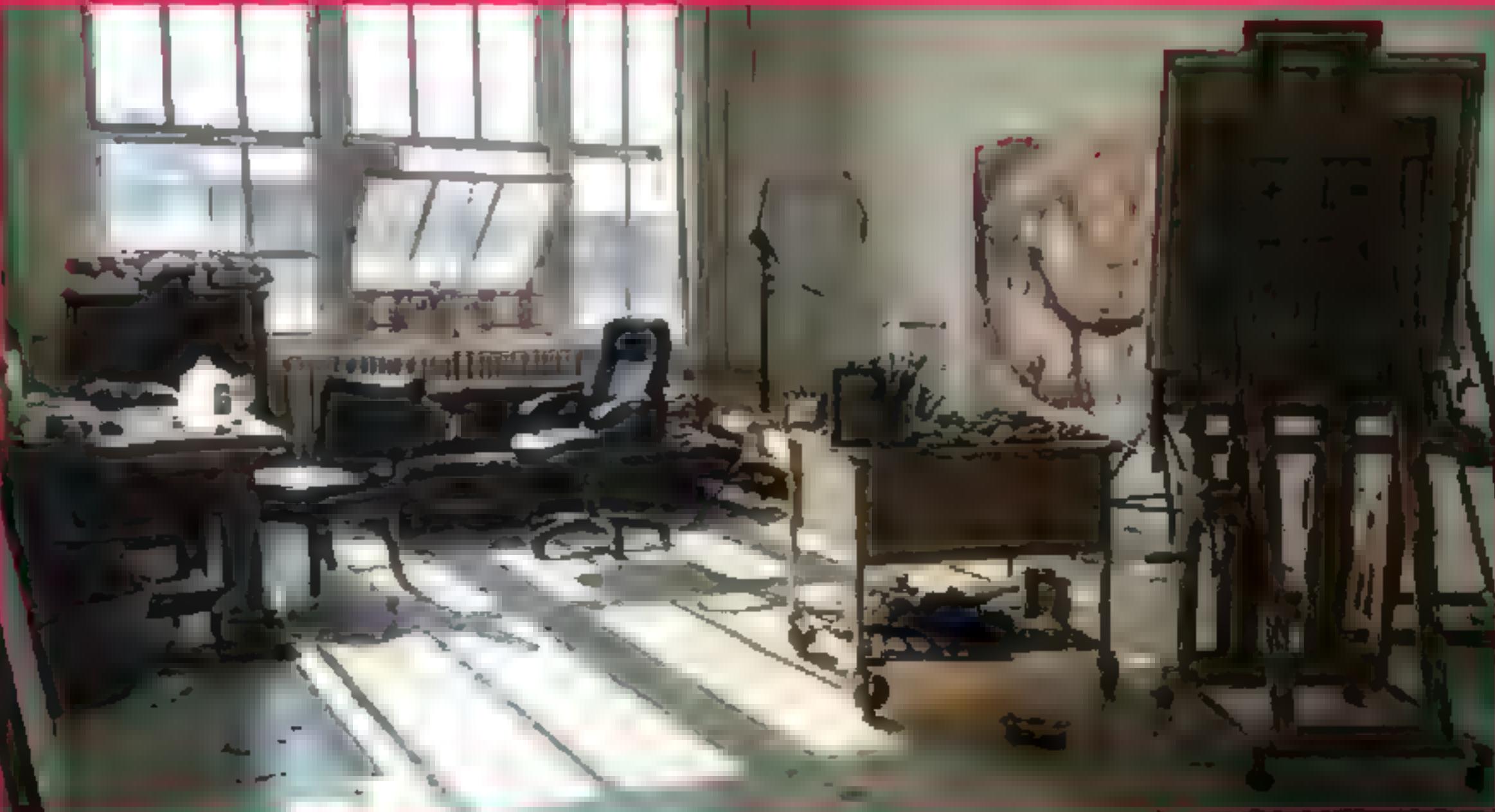
Short : M Missoni



LENA VIDDO ARTIST



Lena Viddo brings a lot of enthusiasm, formality and detail with the images she creates with oil. As a painter, she values her surface as fine and almost stipe. In her paintings are solid and complex tales driven by a central story, which is often both disturbing and whimsical. A visual artist of Swedish Colombian descent, she mostly finds her expression in painting. She is classically trained and studied painting in Florence at the Polimoda and in New York City, at The Art Students League, FIT, Parsons School of Design and New York Academy of Art. And to current days she works between two studios New York City, and Colombia, alternating the two spaces several times for over 20 years. Her point of reference reflects her, but she is also a painter, her responses to both and much more to the people in her former legend, portraits in oil escape, which serve as entry, escape from fear, materialism and mankind's obsession with greed. Just for pleasure, fascination with ceiling, up to cover inspection of Viddo's creation, the viewer is drawn into a surreal natura morta that is in a different, true. Lena's fascination with the other of mankind, the doves creatures is central to her deeper expectation. Her attempt to depict the natural world's subjugation of man and the nature. The biological life, man's fate which comes smothered to dominate, created oil and egg in order to create a visual expression of a refined vision, perspective, contrast between man and nature in reclining, from oil to a new way of painting, oil and egg, an abstract and fantastical shapes of doves, birds, a contemporary artist continuing a tradition of painting that includes a long line of artist, masters, no doubt, an eccentric painter. Her work is suffused with classical, modern and present day references alike. She draws inspiration from many of the traditional masters including Boticelli, and Ingres. Last year Viddo represented Colombia at the Bienal de Pintura in December. She recently exhibited in "Paint for You" an exhibition curated by Beth Rudin DeWoody at SFAI gallery, in London. Her work is a state of being, snow white, cold living freeze that, she has also exhibited at Scope Art Fair with Haig Gharibyan Miami Art Basel last December, at one recent work, it was featured in "Protect and Serve" a group exhibition at Inter Space in Brooklyn. Her work will be featured in a group show this summer July, at L'Art Nouveau in New York.





Behind me, I am as an artist, for an insatiable desire and gluttonous, lust for all the pleasures and pain that life has to offer. I am insatiable and I do so see in my painting because there can revel in my decadence and longing without having to face scarcity. There is a vast sunrise from where the former came.

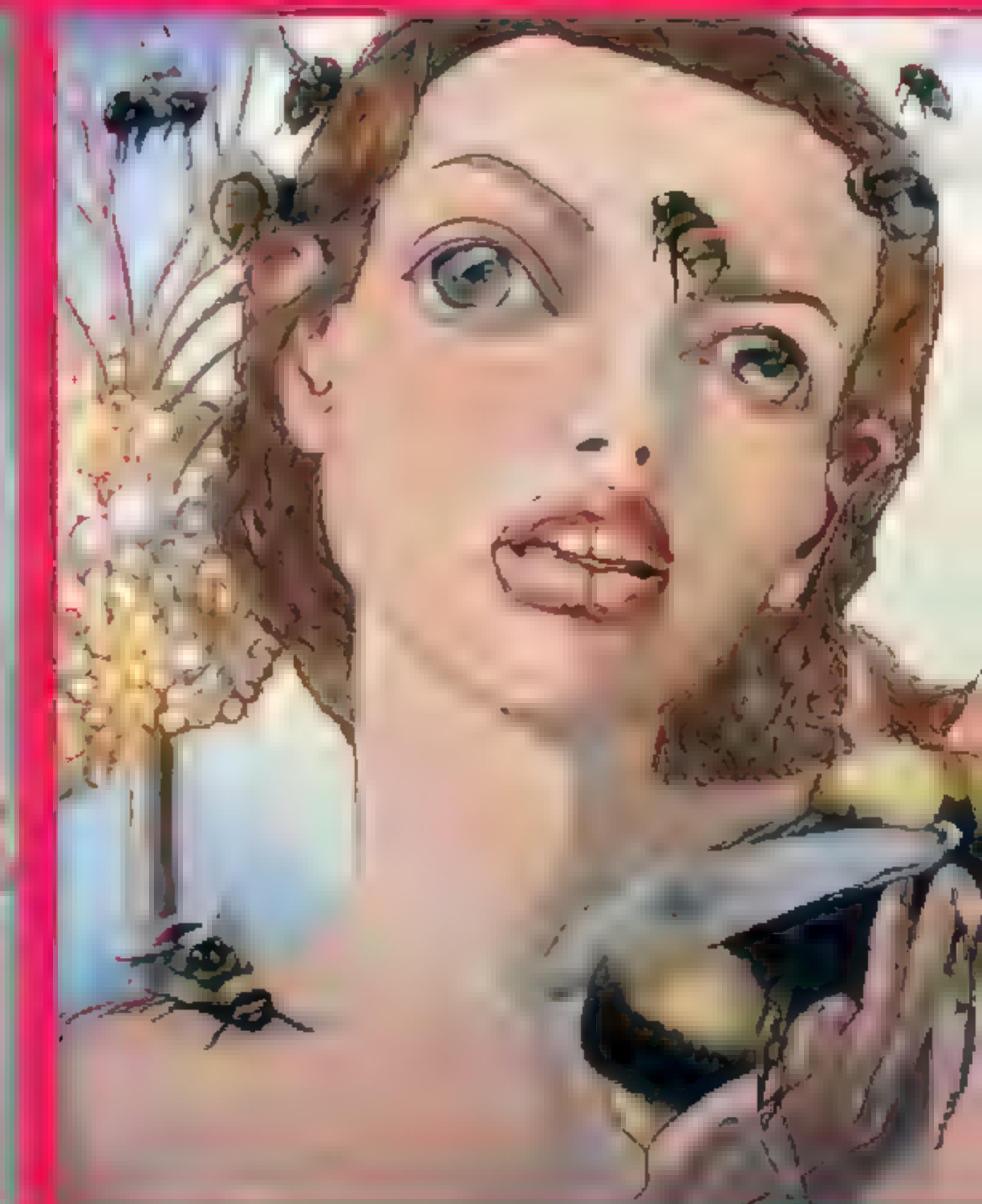
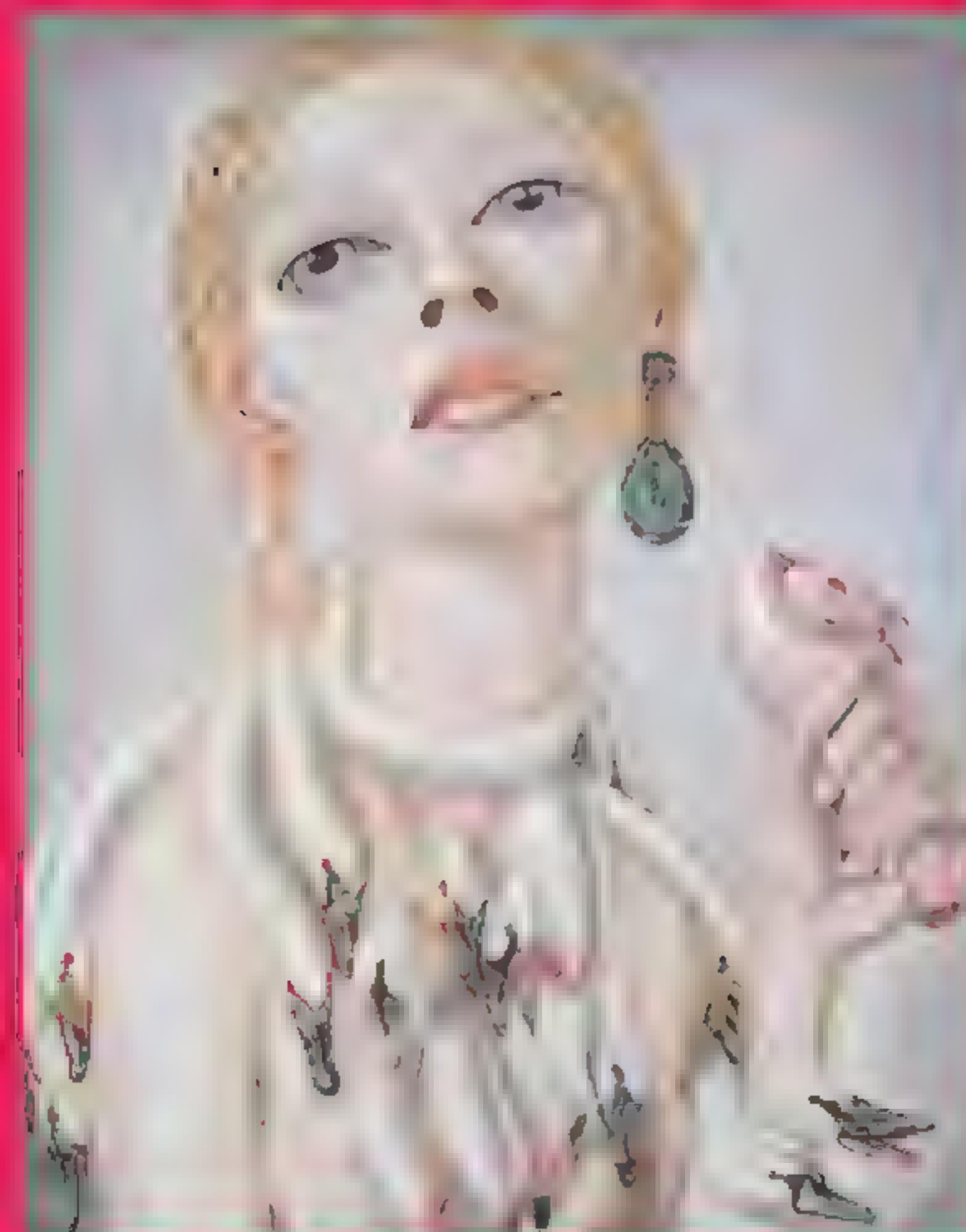
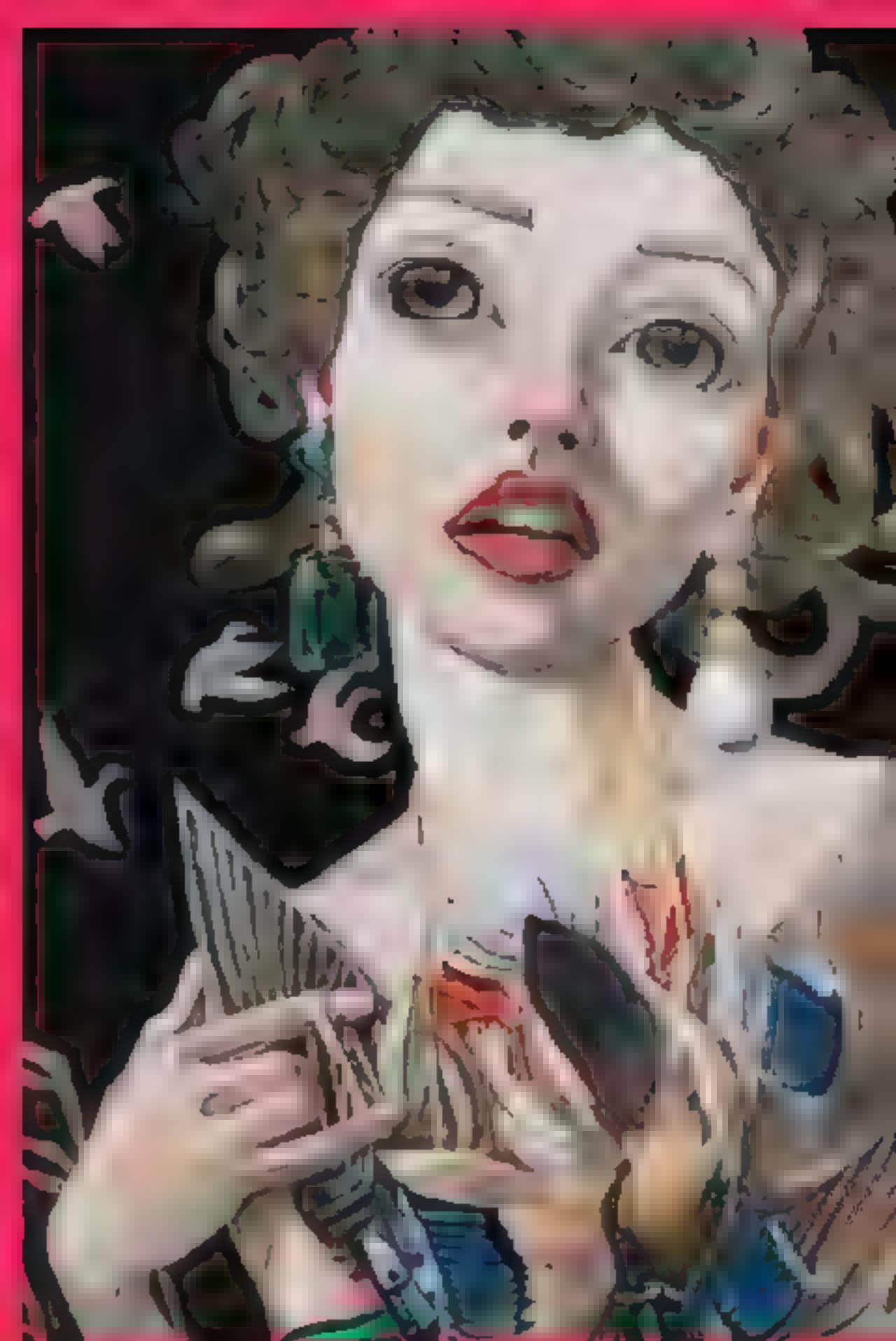
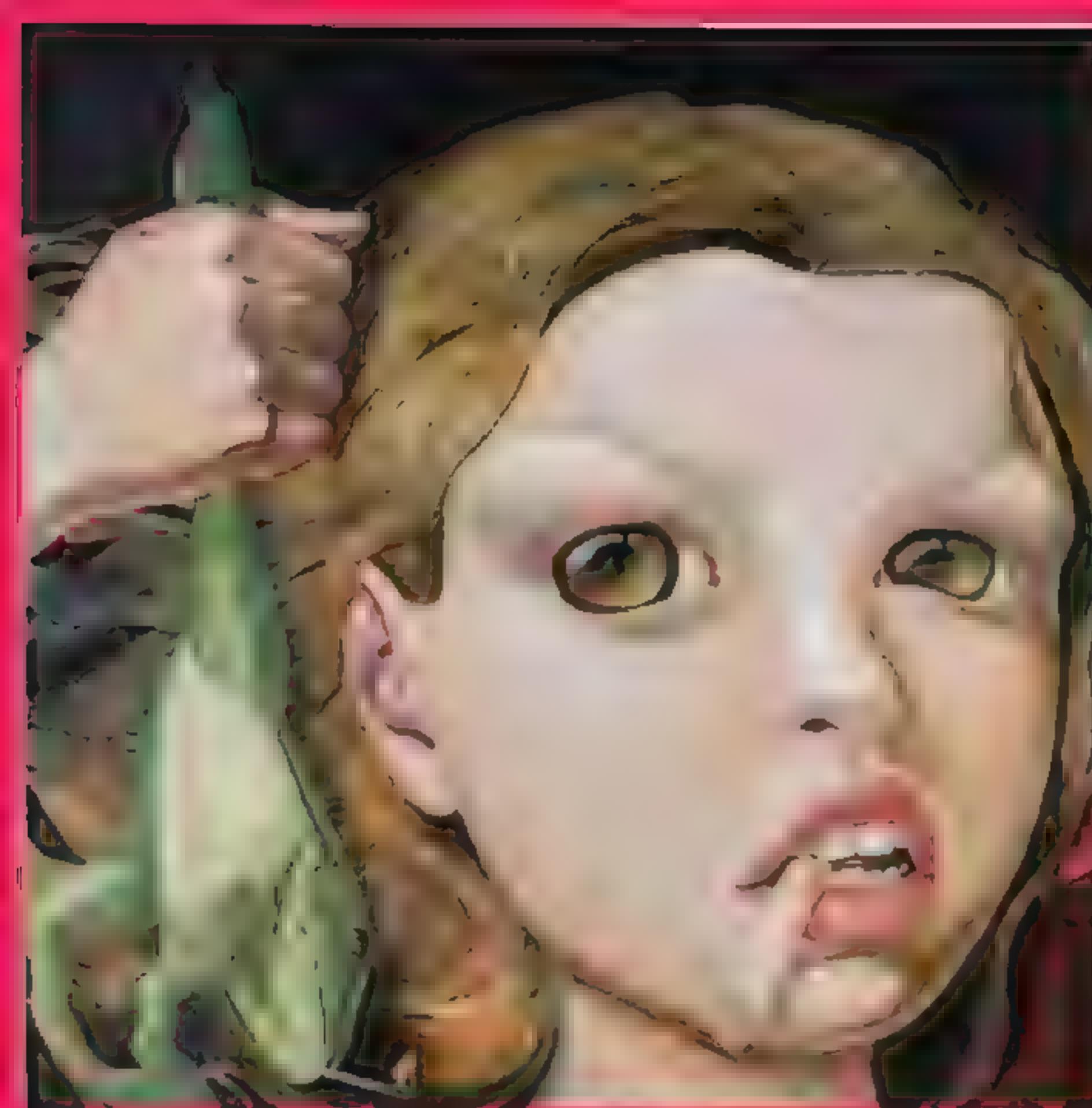
My paintings blend themes of pop culture and the natural world in a whimsical and often disturbing allegorical conundrums in which I attempt to represent the anxiolytic and disconcerting feel in relation to mainstream pop culture. I focus on narcissism, self interest, body, image and in particular the tyranny of beauty, as a manifestation of an insatiable need to please, youth's domination, and mankind's quest for immortality. My list of concerns is long, extending beyond any one subject. Although difficult try in my work to swim against this current of mainstream pop culture and its decadence with my visual messages I hope to ignite and stir some controversy, within my audience.

M, paintings address the encyclopedic through human and animal interactions in a luxuriant, stylized world of beauty, oneness, glamour and death. M, human protagonists are cryptograms staring out at the viewer with undetermined expressions of longing and curiosity, bewildered, benazzled or bemused by the wonder and the terror that come with life in contemporary culture. M, animal subjects appear feral and to be suspended in a moment of tension but beneath the surface these creatures personify aggression, hierarchy, territorial desire, lascivious, and pack mentality. Nature's cruel indifference is embodied in their exchanges. I contend that we are all animals with primal instincts lurking in our depths waiting for the right moment, to leap forth and slide past a conscious moment. We are always caught between two worlds as we experience consciousness and the ability to choose right from wrong in the day, fight hour, and then slip into satiety, urges and instincts as we encounter our shadow animal selves in dreams at the darkest hours of night and in the deepest recesses of our soul.

M, work is informed by the natural world and from a range of cultural source including porn, fashion magazines, news headlines, advertising campaigns. I interweave this with the inspiration I draw from my interest in fashion, film, graphic design, television, entertainment, photography and including my work with psychology. I try to make paintings that are open ended and provide a pathway to the mind of the viewer. I let them interpret and draw their own conclusions as to their meaning. Making up their own story is part and parcel of the accessibility of each work. I prefer not to over explain and map out the meaning of each piece. I let the images speak, viewers, shades of myself and the other icons found there. I think it's important for the viewer to draw their own conclusions and inferences when interacting with the work from the cues I have left them. Sometimes want it to be serious but also think humor and caprice are important since in the end what do any of us really know in this crazy menagerie we find ourselves in.









LENA VIODO
ARTIST



team

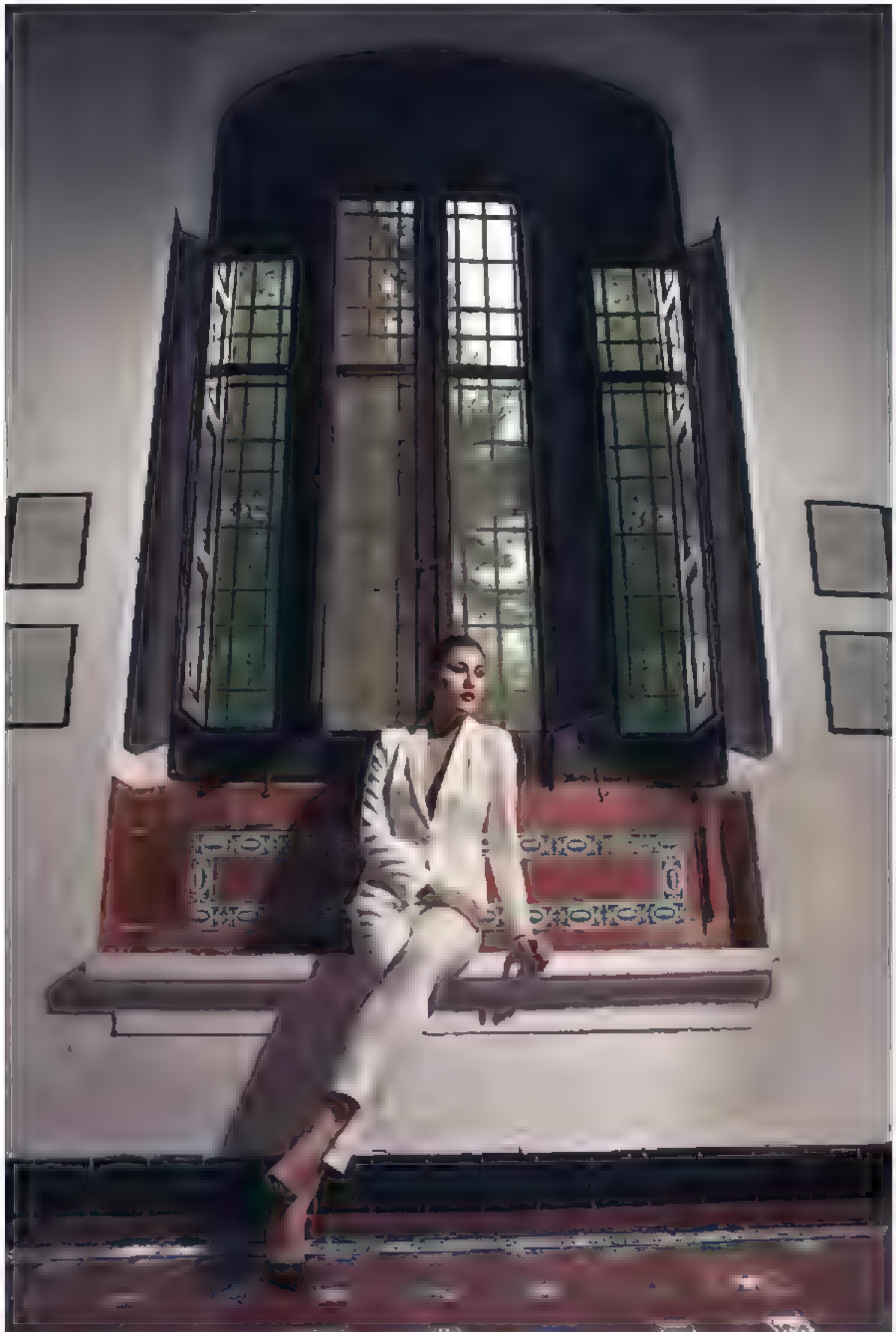
• Muse: Sveti Lirkova
• Stylist: Antonio B.
• MUA: La Peta



Photography by Toni Lozano

Estilismo: Antonia Bordera

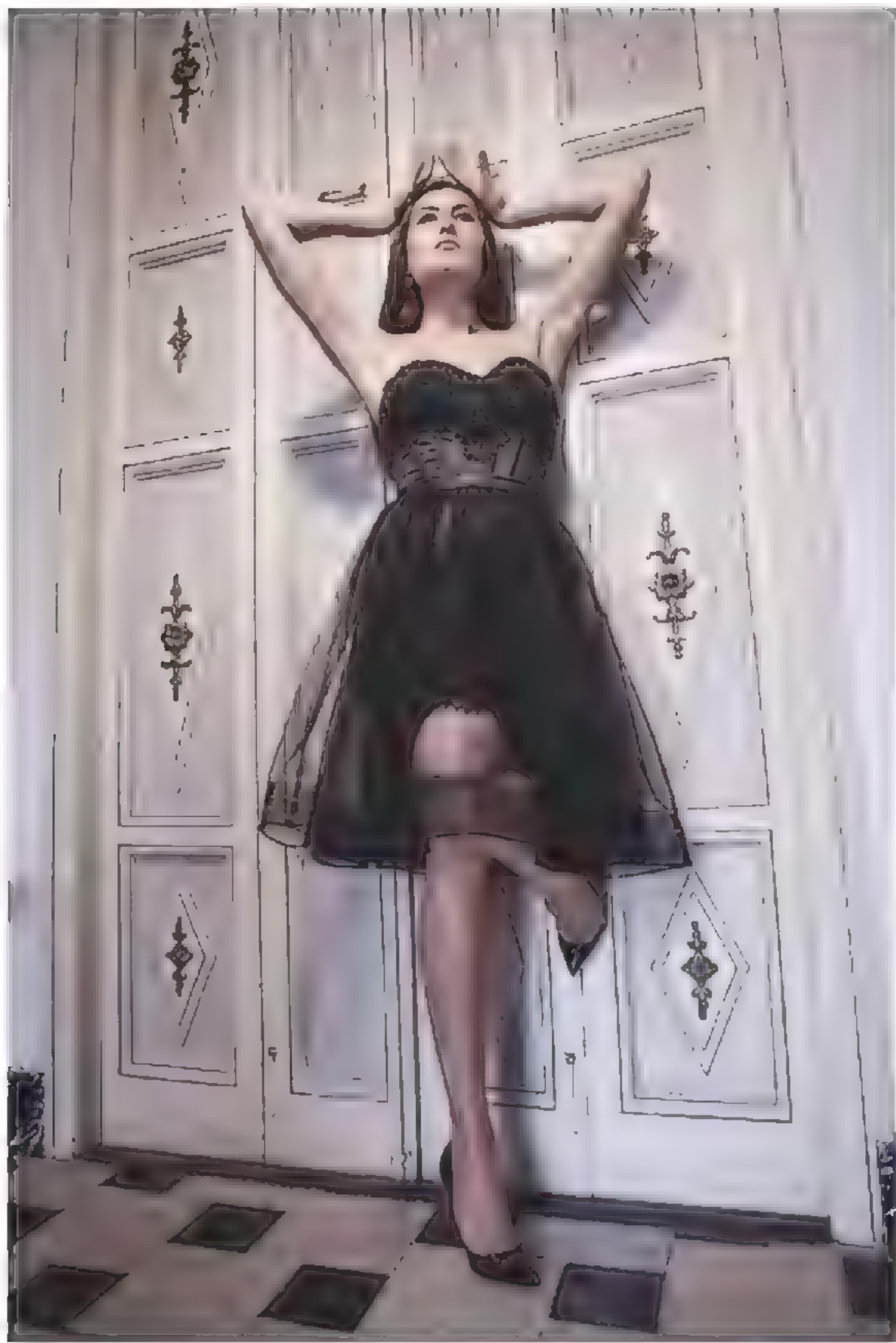








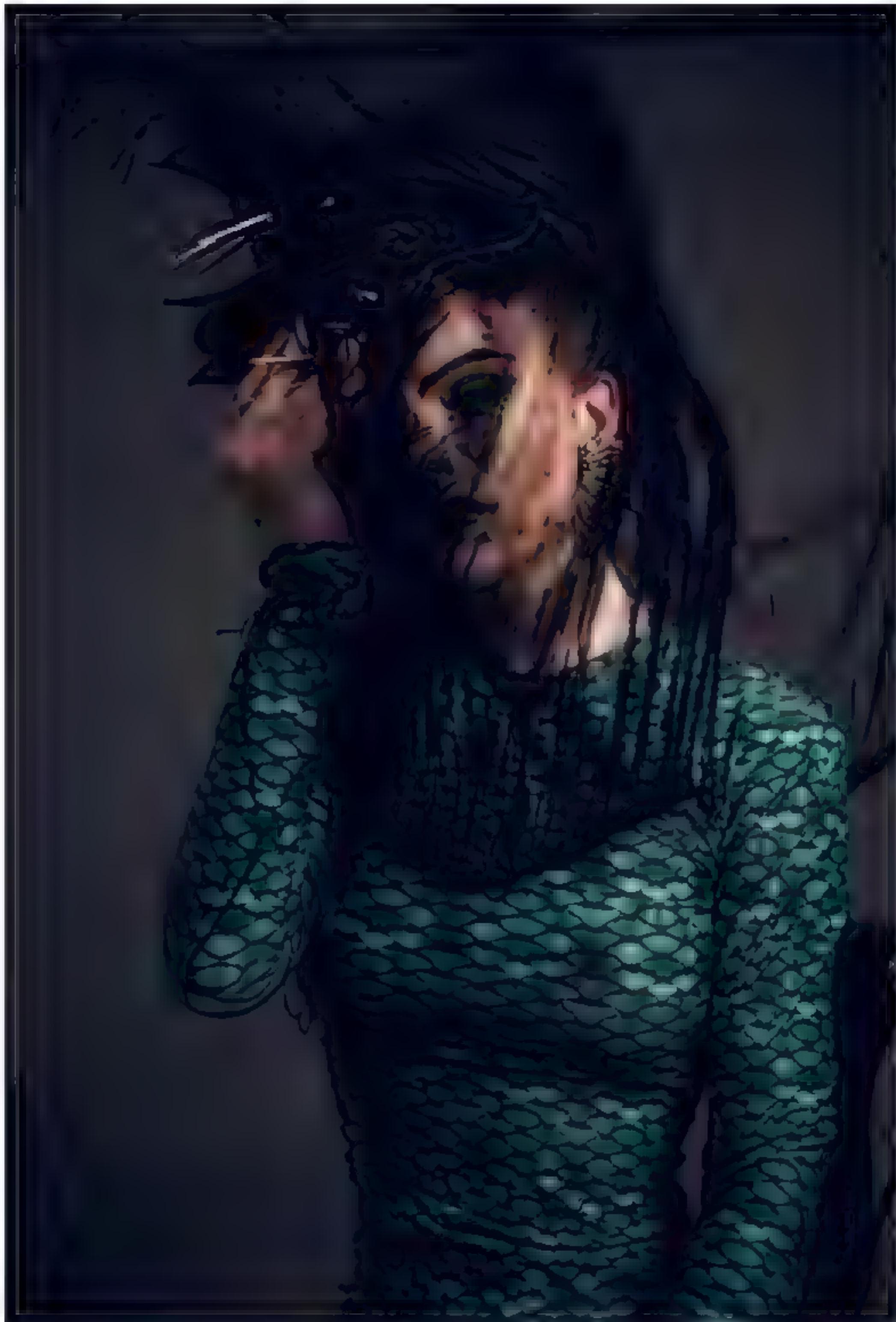






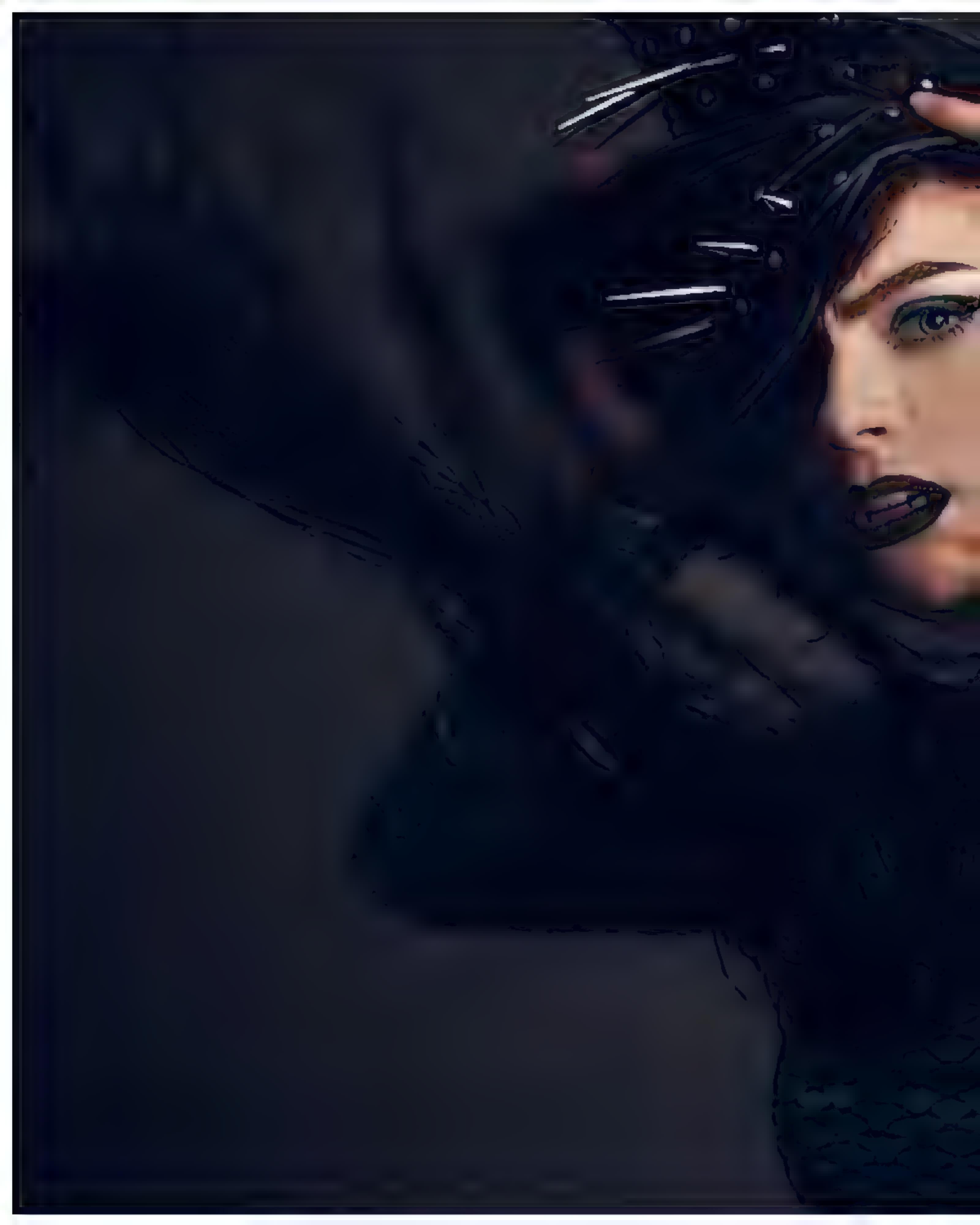
NOCTURNAL

Photography by Oleksandr Pschenychny



team

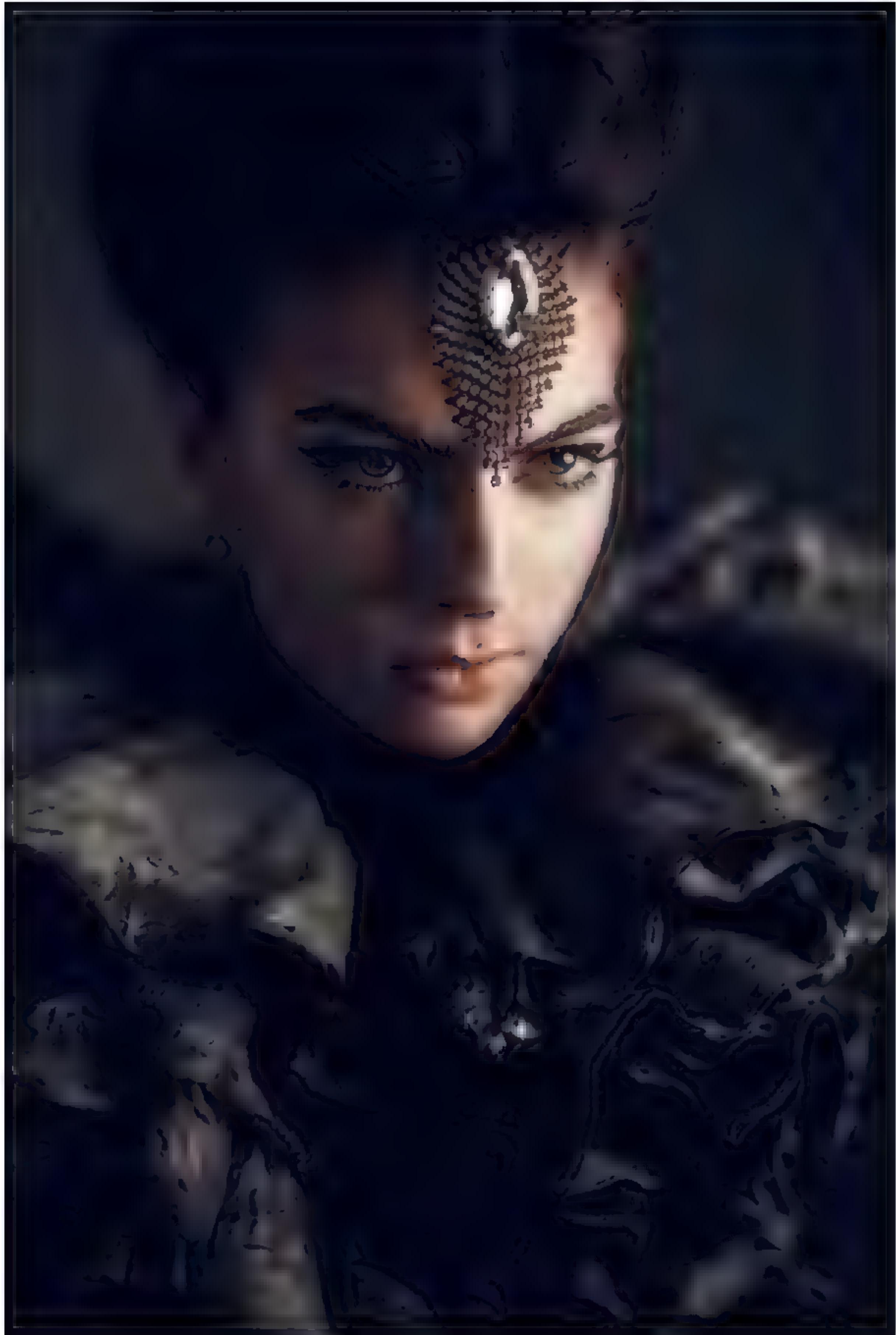
Muse: Catharina Berman Olsen @ Le Management
Photography Assistant Iryna Pschenychna
Styling Eliza Georgieva
Make Up and Hair: Ekaterina Krarup Andersen
KatjaKrarupAndersen

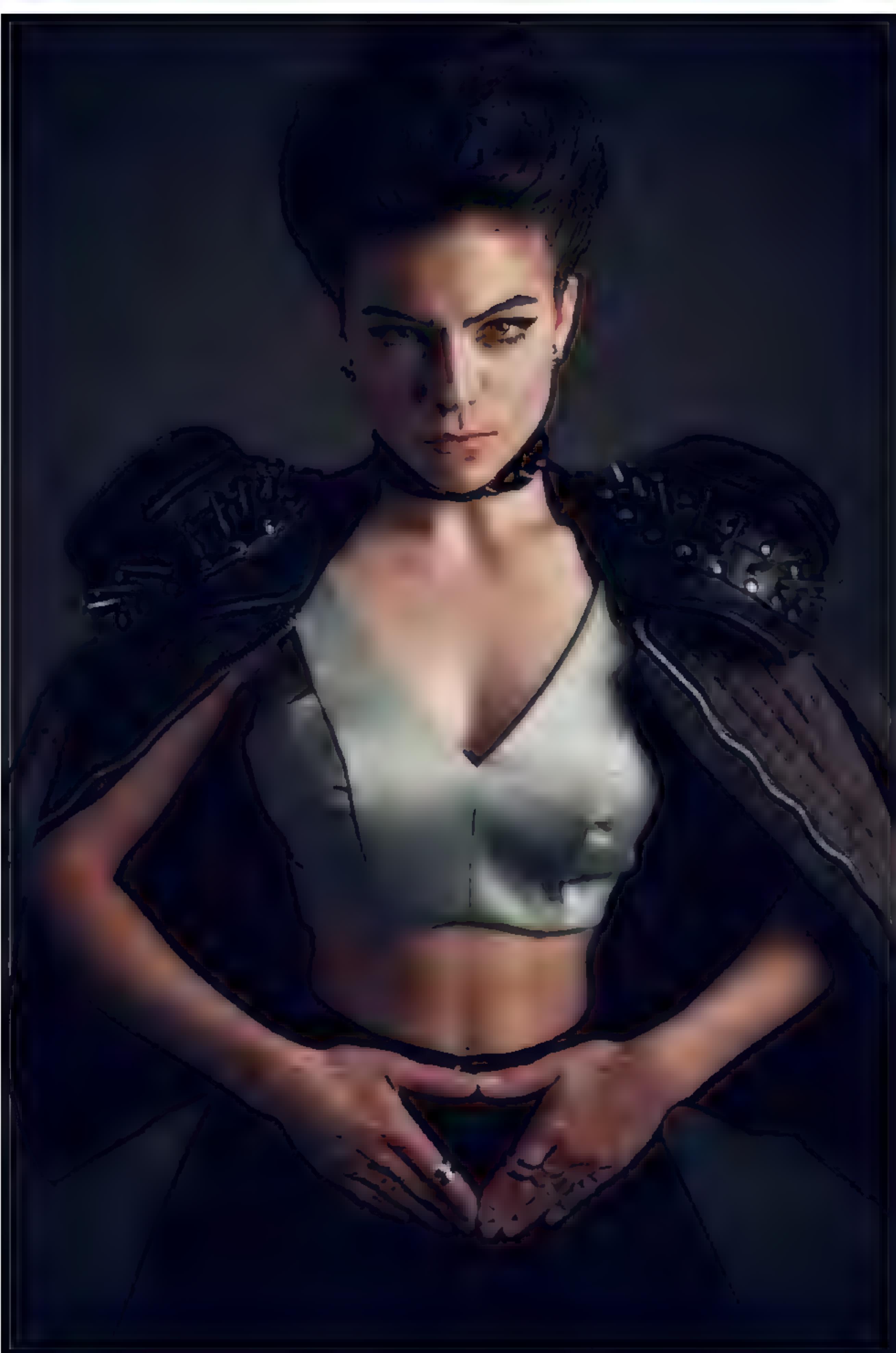




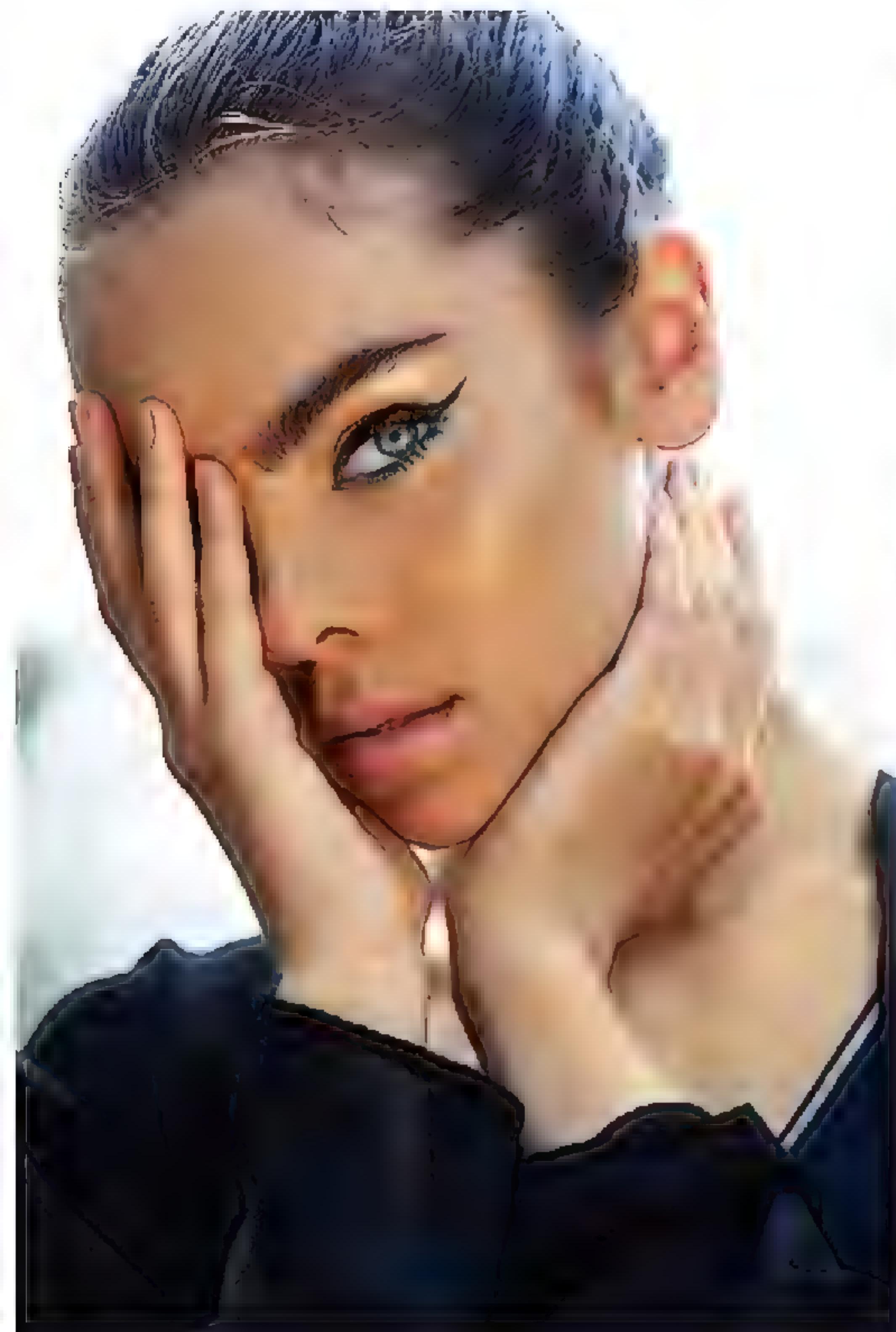






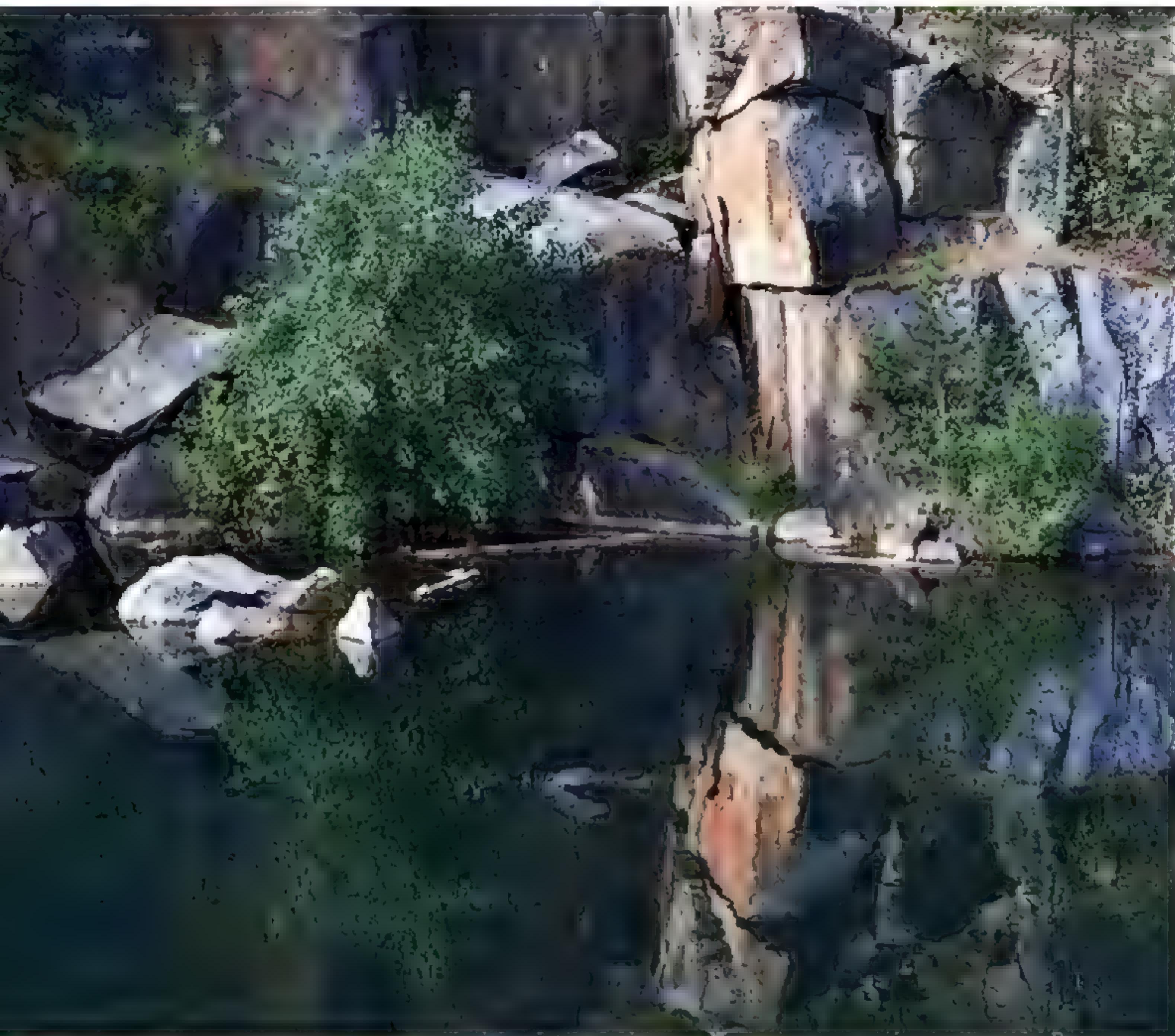


Bust a Vie en Rose
Blouse schmeinck



SOMEWHERE

Photography by Maryna Kopylova

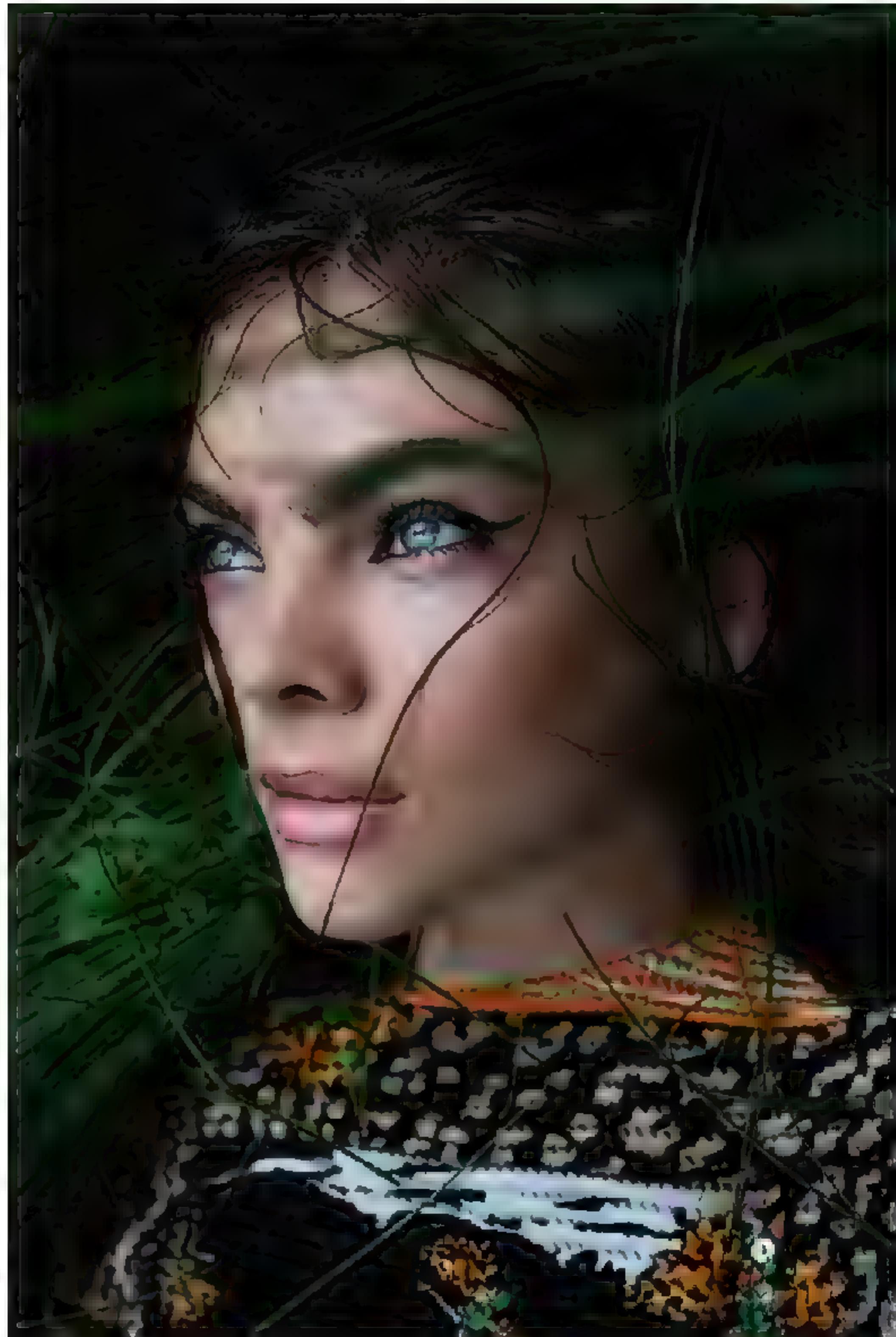


team

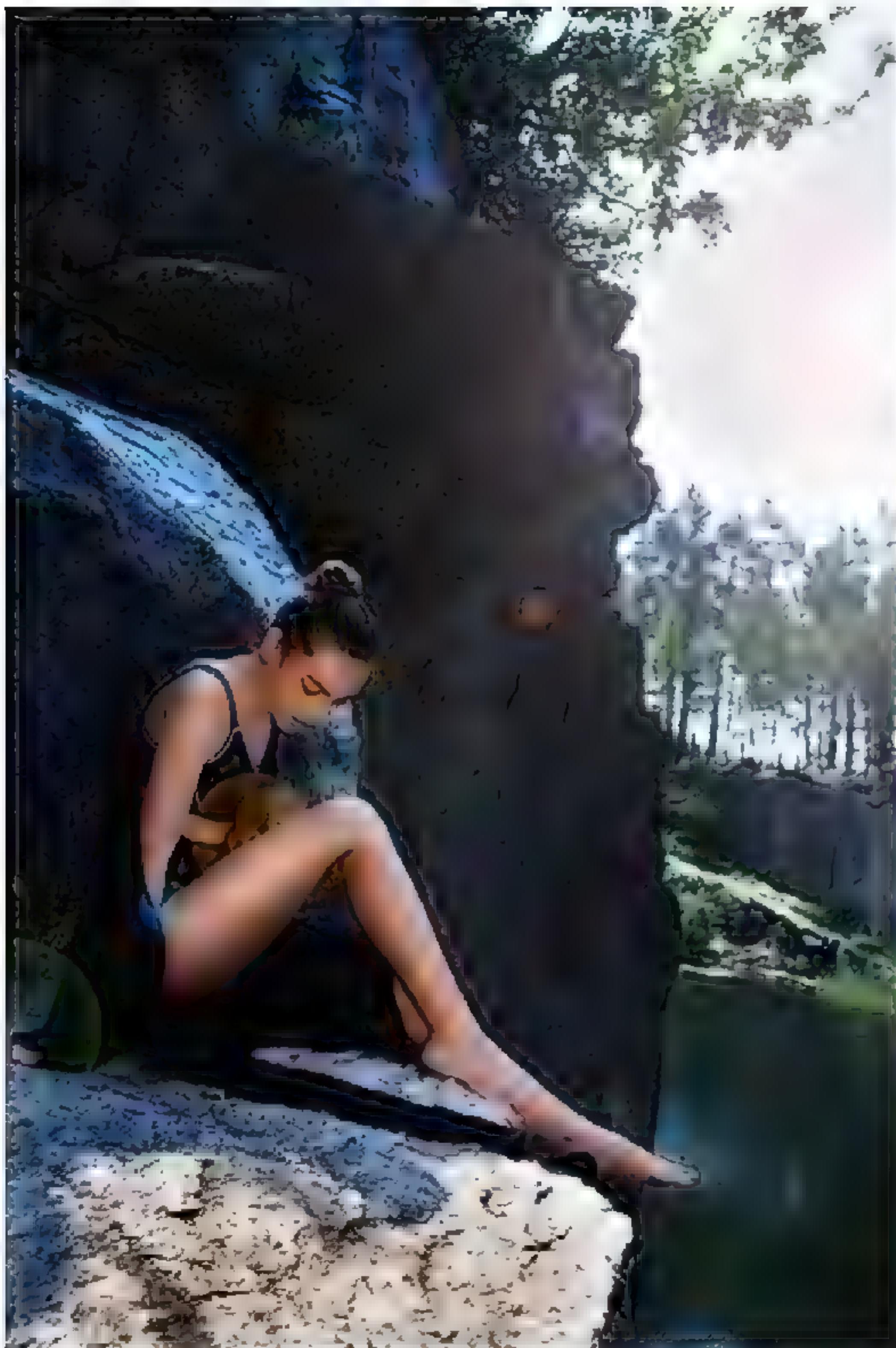
Muse: Daria @ L-models
Stylist: Maryna Kopylova
MUA&H: Elena Kalinina

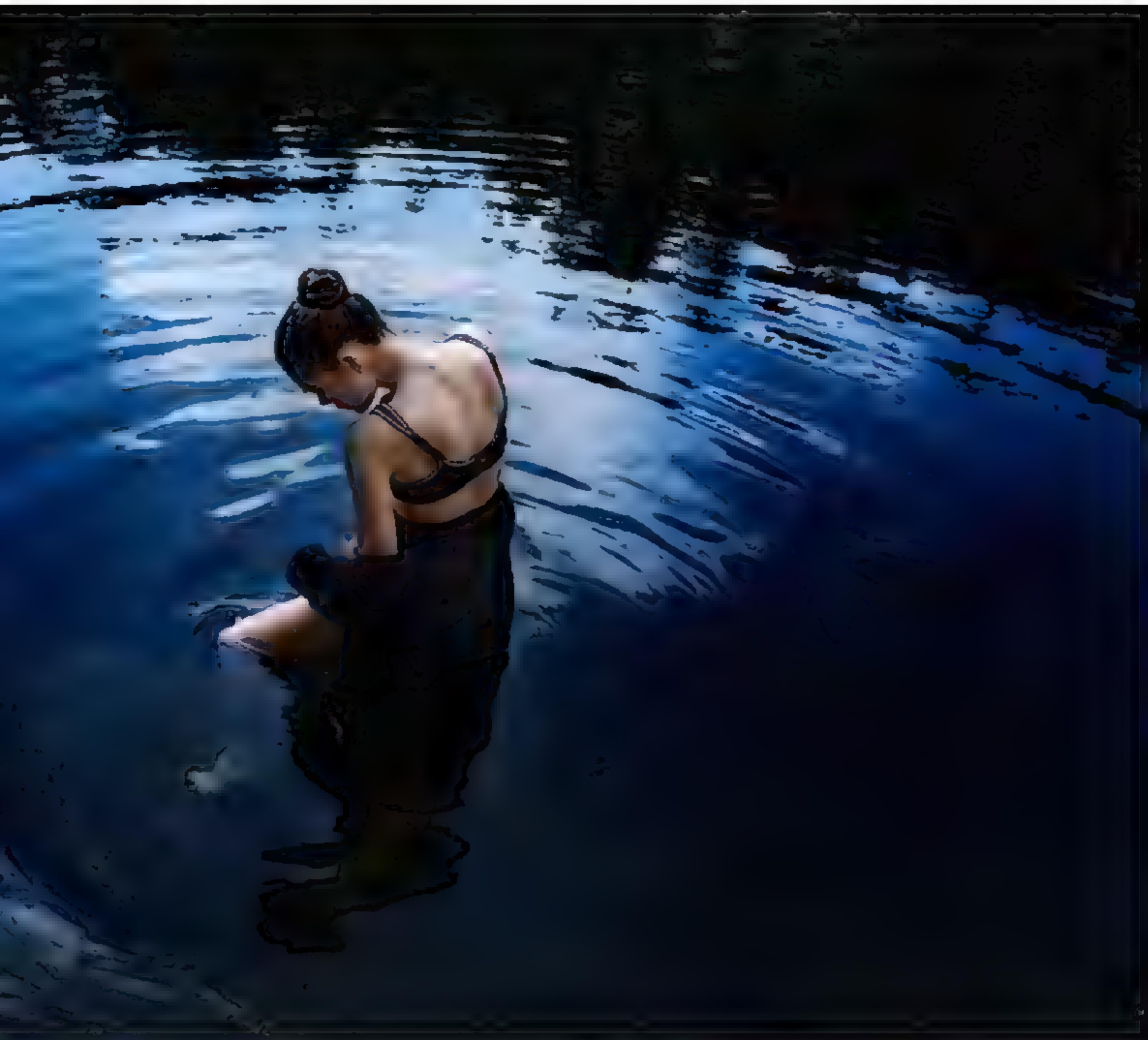
Top HUNZA Peaze
Shorts AYANAPA

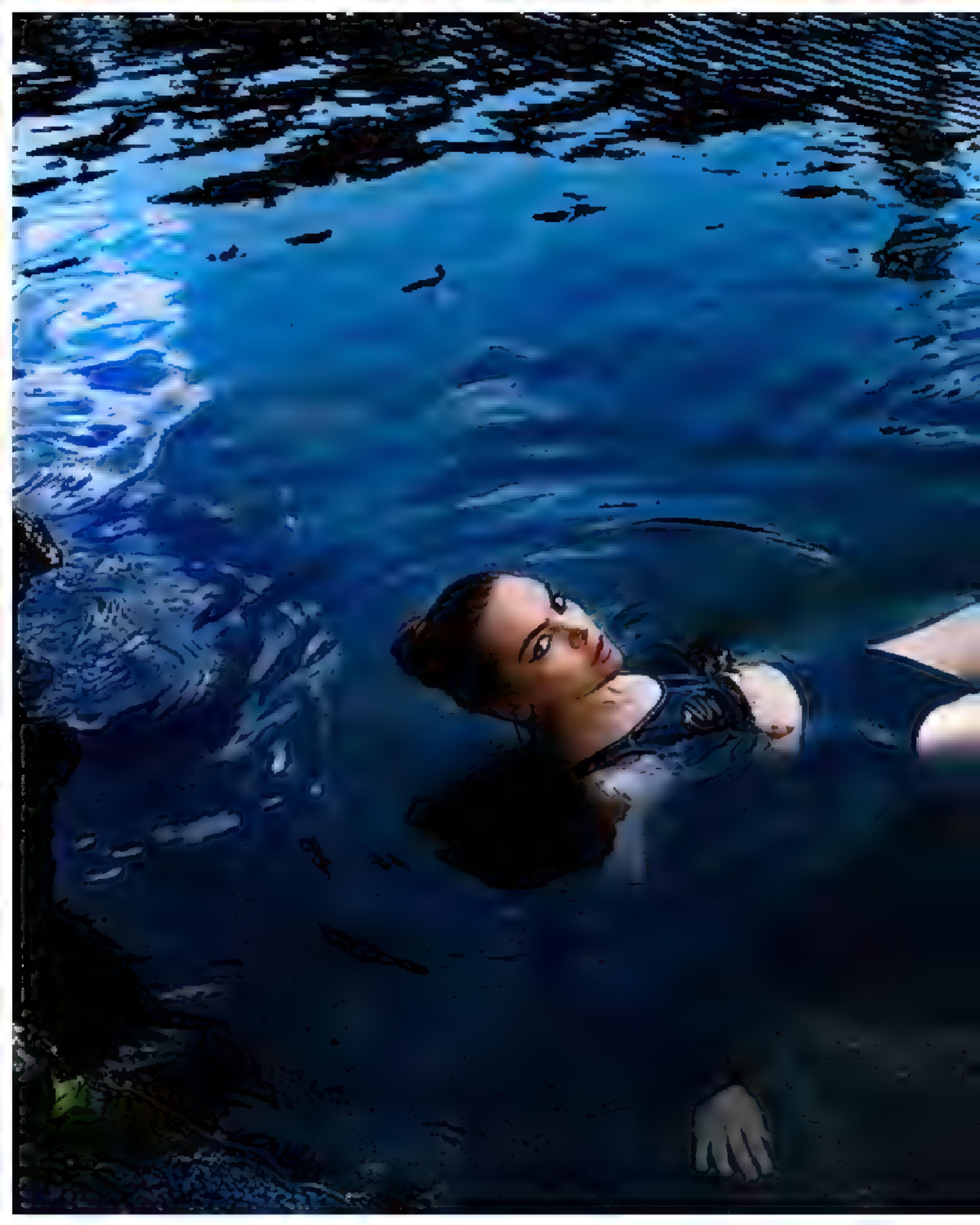




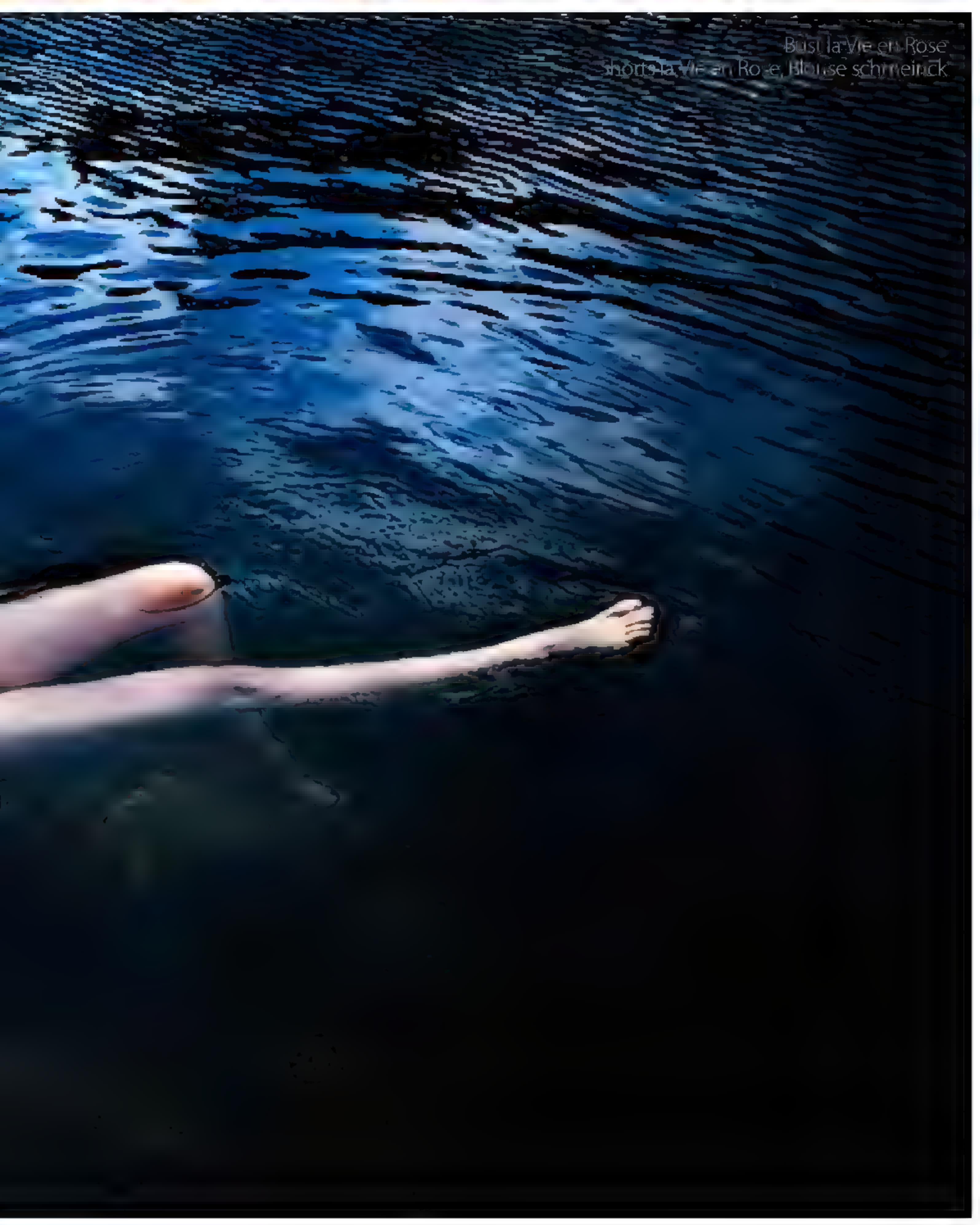
Bust la Vie en Rose
Snorts la Vie en Rose
Blouse schmeinck







Bist la Vie en Rose
shorts wie en Rose, Blouse schmeck



Dress F&F collection



Top Vintage
Shorts la Vie en Rose



T-SHIRT- JACKET & SHORTS AMERICAN VINTAGE
SHOES P ZERO



SUNLIGHT SPLASHES

Photography by Sergio Frias

T-SHIRT & SWIMMWEAR MPETUS
JACKET AMERICAN VINTAGE
SUNGGLASSES POLICE
HAT DENNY ROSE



team

Models: Gina Laline & Aaron Martinez

Stylism: Mar Alcala

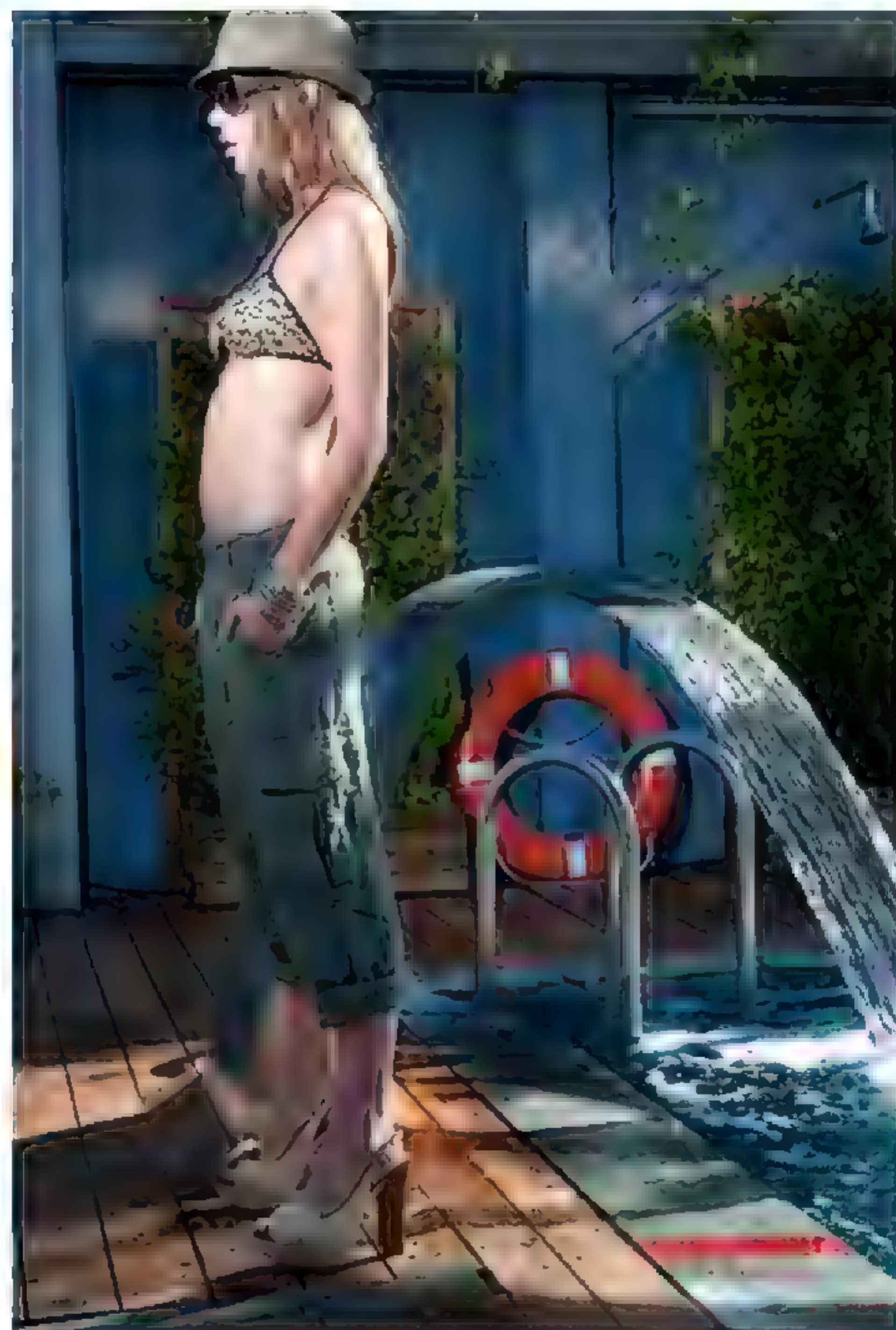
Production: Slaine 2

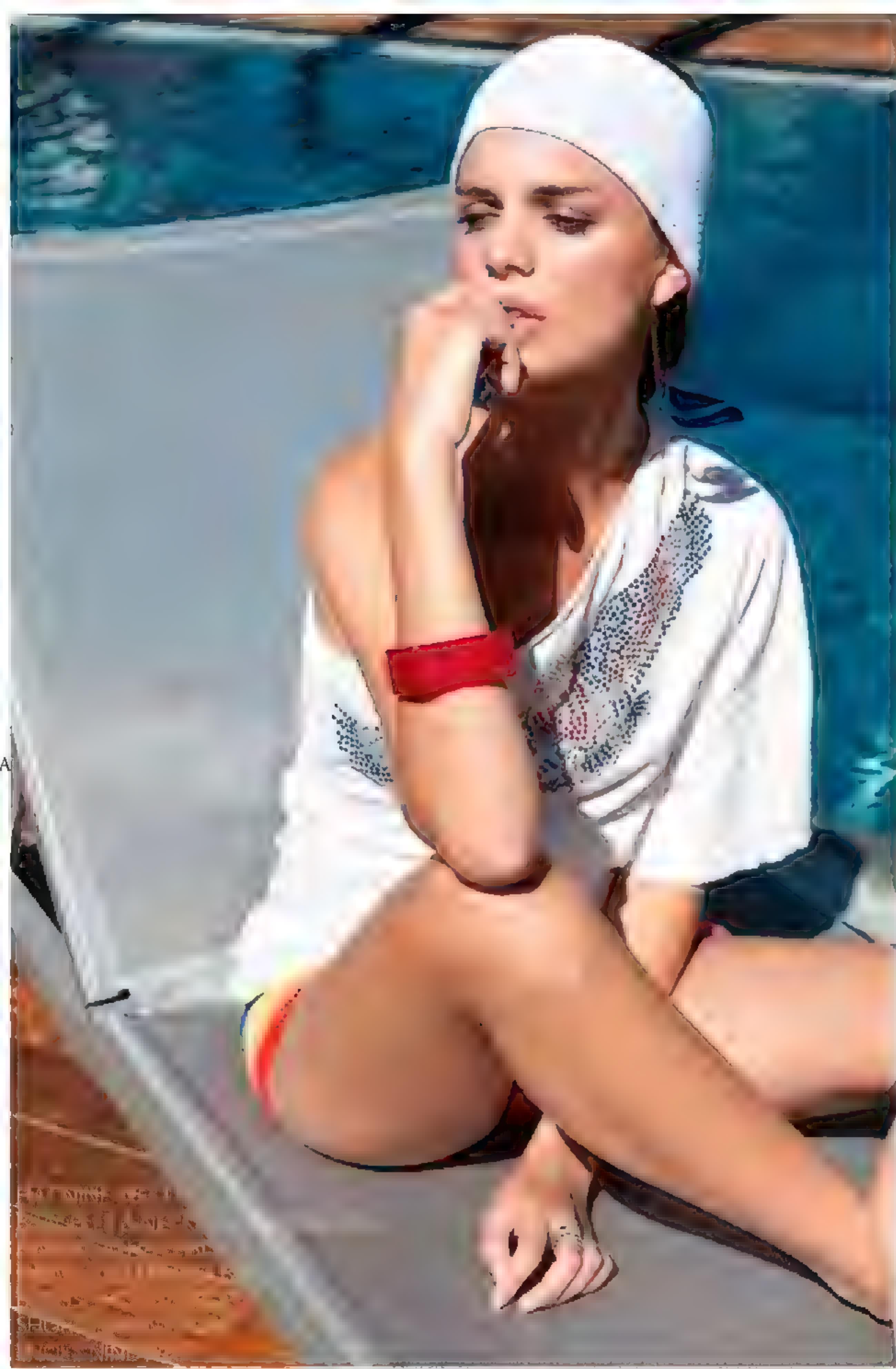
Special thanks to Mercure Hotel Santo Domingo

HAT DENNY ROSE
T-SHIRT AMERICAN VINTAGE
JACKET AMERICAN VINTAGE
SWIMMWEAR QUICKSILVER



HAT NINE WEST
SUNGLASSES GUESS
BRACELET MISS SIXTY
SWIMMWEAR & TROUSERS DENNY ROSE
SHOES PURA LÓPEZ





JOENNY ROSE

BOOMERANG

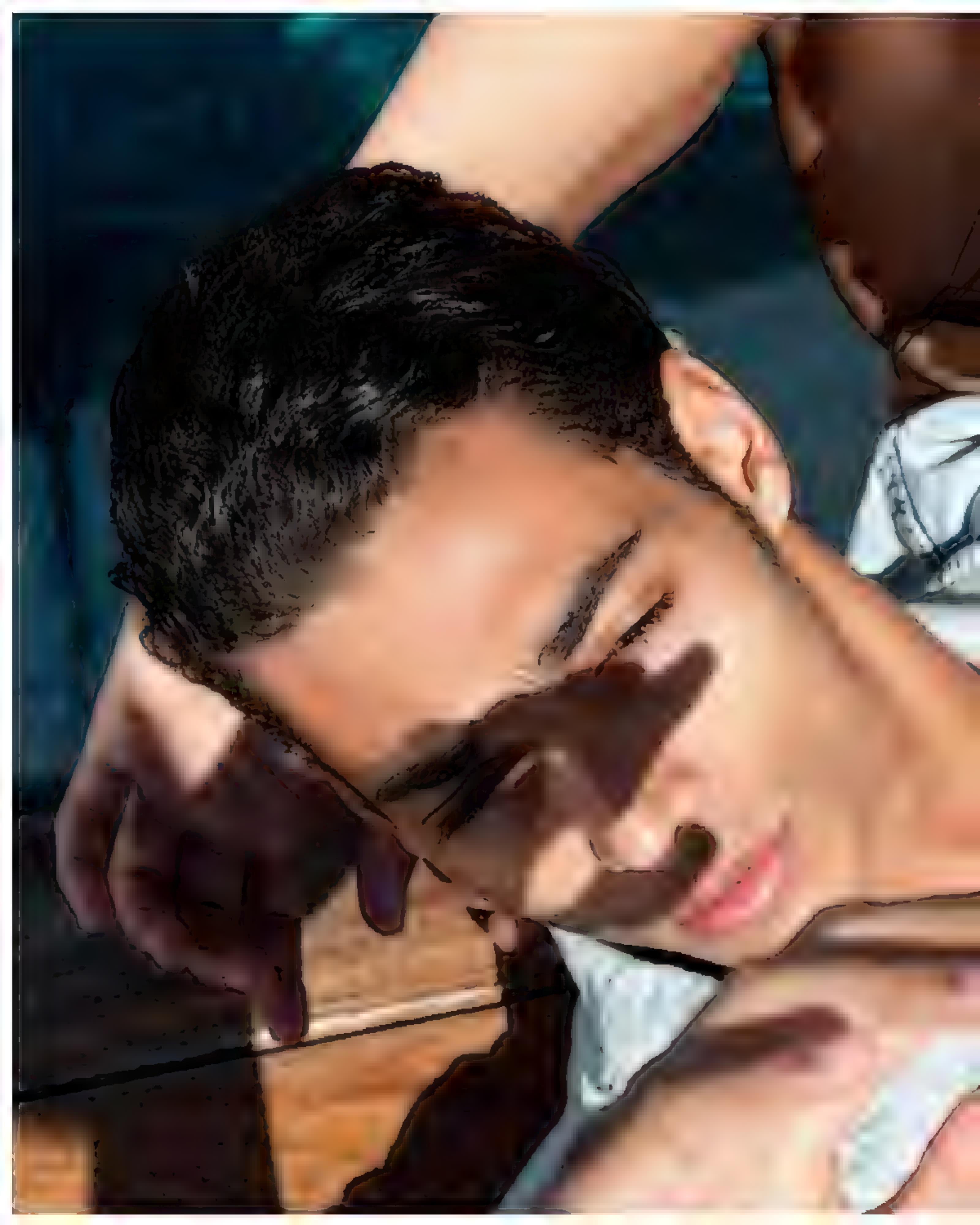
RING MANGO

BIKINI & BOILERSUIT GUILLERMINA RAEZ



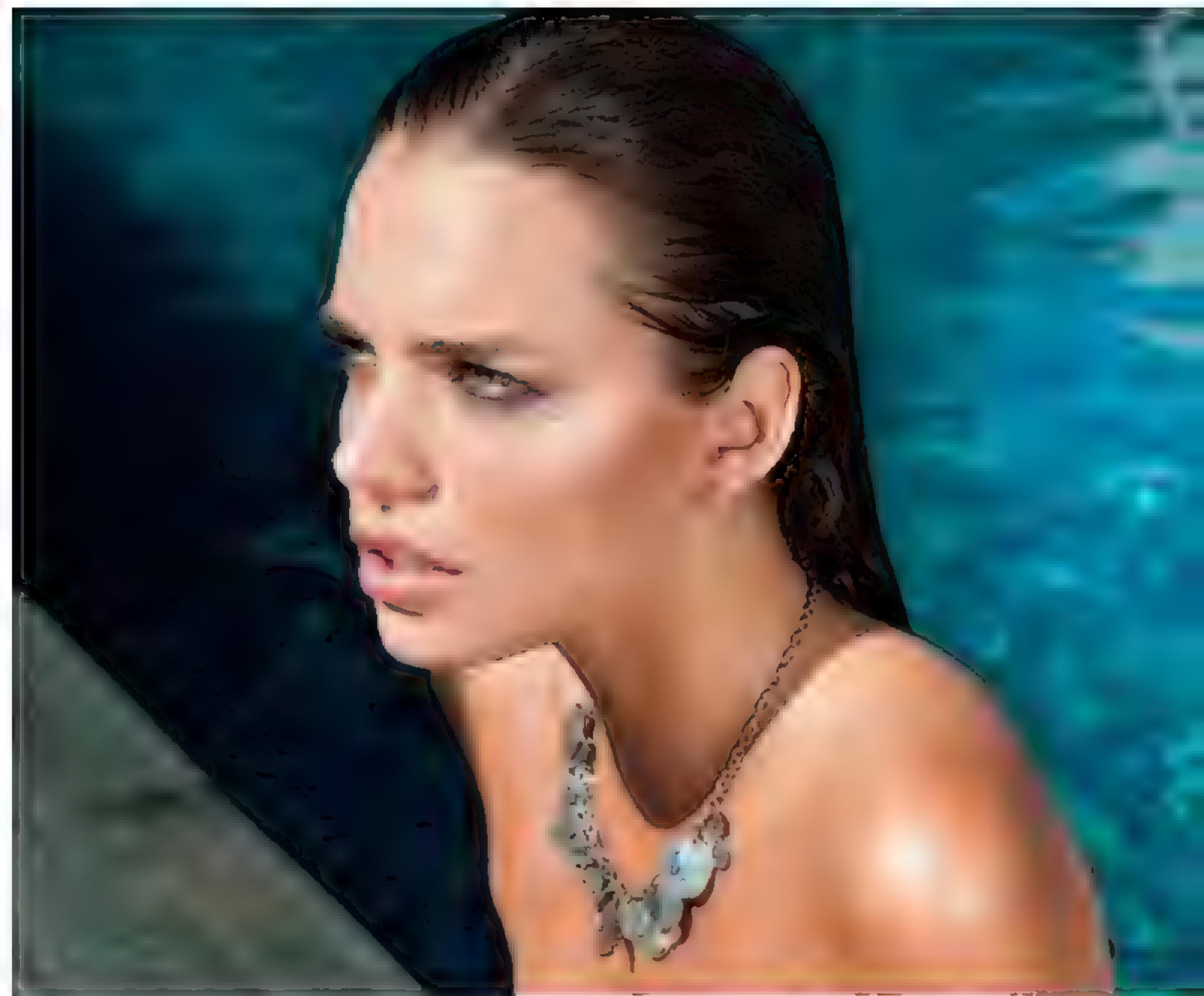


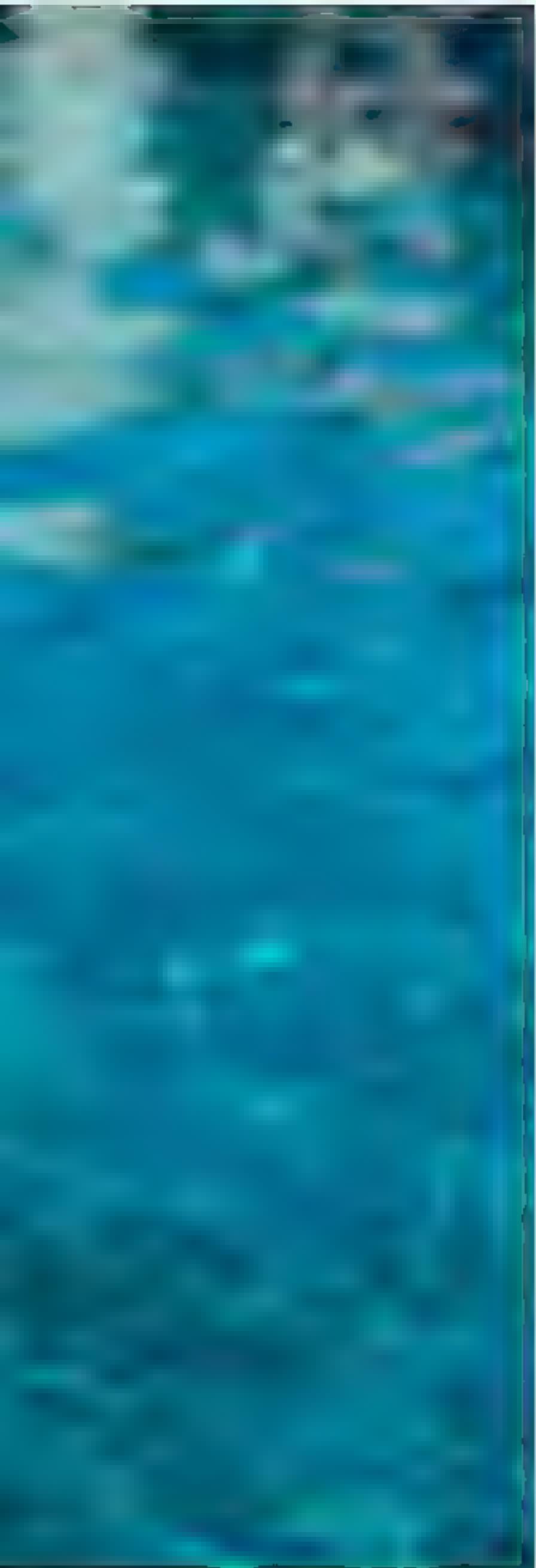




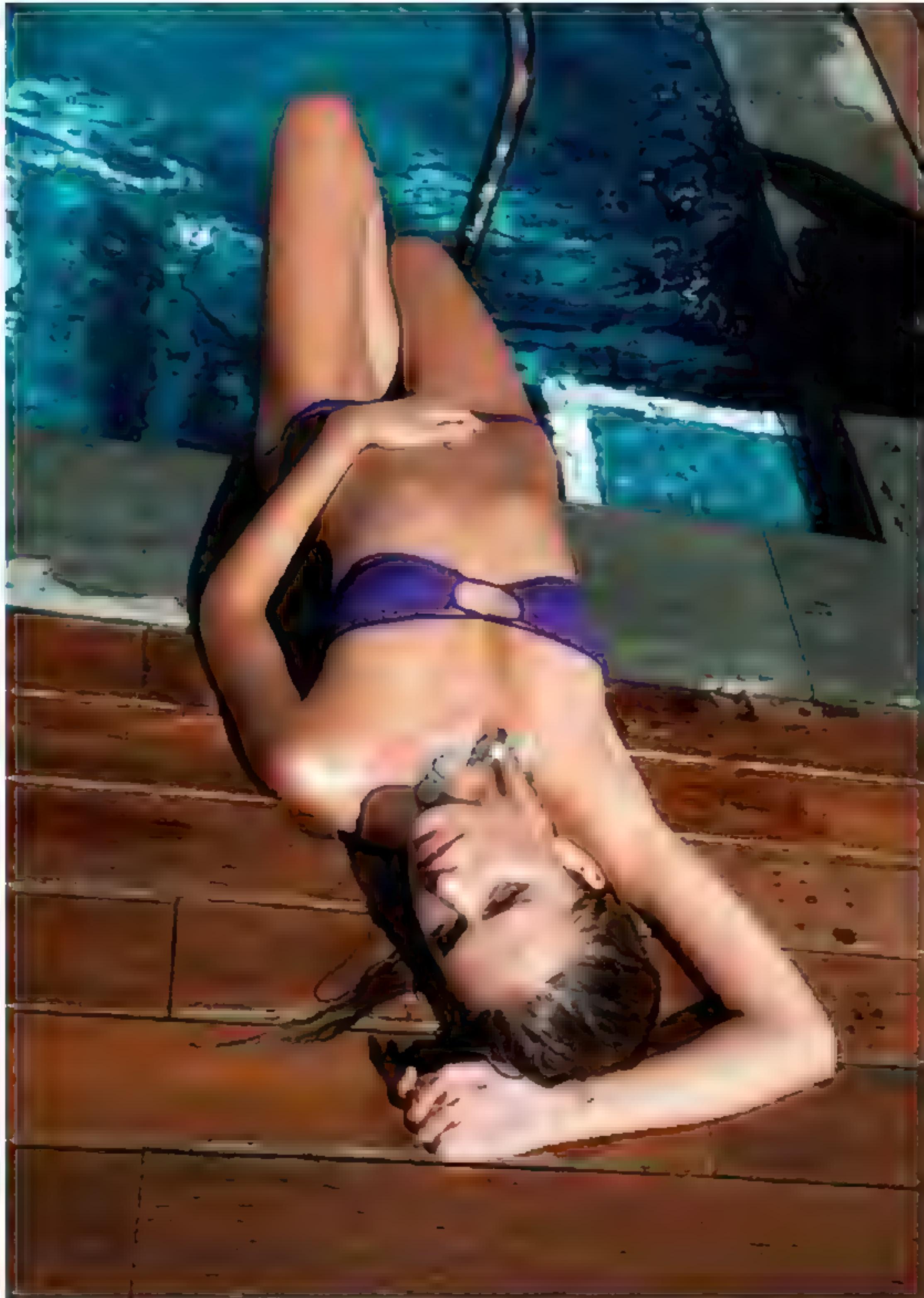


HER
NECKLACE PAPAYA
B KIN JOTA + GE
H M
VEST LEVI'S





BKINI JOTA + GE
NECKLACE PAPAYA





Photography by Alberto Romano

team

Muse: Chilyng Kw
Stylist: Ausrie Fel







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